



TTI  
SUCCESS  
INSIGHTS®

## TriMetrix® EQ

Sales

Sam Sample  
Sales  
Sample Co.  
2-15-2013

**Your Address Here**  
Your Phone Number Here  
Your Email Address Here



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## Introduction Where Opportunity Meets Talent®

The TriMetrix® EQ Coaching Report was designed to increase the understanding of an individual's talents. The report provides insight to three distinct areas: behaviors, motivators and emotional intelligence. Understanding strengths and weaknesses in each of the three areas will lead to personal and professional development and a higher level of satisfaction.

**The following is an in-depth look at your personal talents in the five main sections:**

### Behaviors

This section of the report is designed to help you attain a greater knowledge of yourself as well as others. The ability to interact effectively with people may be the difference between success and failure in your work and personal life. Effective interaction starts with an accurate perception of oneself.

### Motivators

This section of the report provides information on the why of your actions, which with application and coaching, can tremendously impact your valuing of life. Once you know the motivations that drive your actions, you will immediately be able to understand the causes of conflict.

### Integrating Behaviors And Motivators

This section of the report will help you blend the how and the why of your actions. Once you can understand how your behaviors and motivators blend together, your performance will be enhanced and you will experience an increase in satisfaction.

### Emotional Intelligence Section

This section of the report provides information on your emotional intelligence, which with application and coaching, can impact the way you respond to emotionally charged situations. In turn you will increase your performance and decision making.

### Blending Behaviors, Motivators And EQ

This section will illustrate the impact your Emotional Intelligence has on your core behavioral style as well as your top two motivators.



## Introduction Behaviors Section

**Behavioral research suggests that the most effective people are those who understand themselves, both their strengths and weaknesses, so they can develop strategies to meet the demands of their environment.**

A person's behavior is a necessary and integral part of who they are. In other words, much of our behavior comes from "nature" (inherent), and much comes from "nurture" (our upbringing). It is the universal language of "how we act," or our observable human behavior.

**In this report we are measuring four dimensions of normal behavior. They are:**

- How you respond to problems and challenges.
- How you influence others to your point of view.
- How you respond to the pace of the environment.
- How you respond to rules and procedures set by others.

This report analyzes behavioral style; that is, a person's manner of doing things. Is the report 100% true? Yes, no and maybe. We are only measuring behavior. We only report statements from areas of behavior in which tendencies are shown. To improve accuracy, feel free to make notes or edit the report regarding any statement from the report that may or may not apply, but only after checking with friends or colleagues to see if they agree.

*"All people exhibit all four behavioral factors in varying degrees of intensity."  
—W.M. Marston*





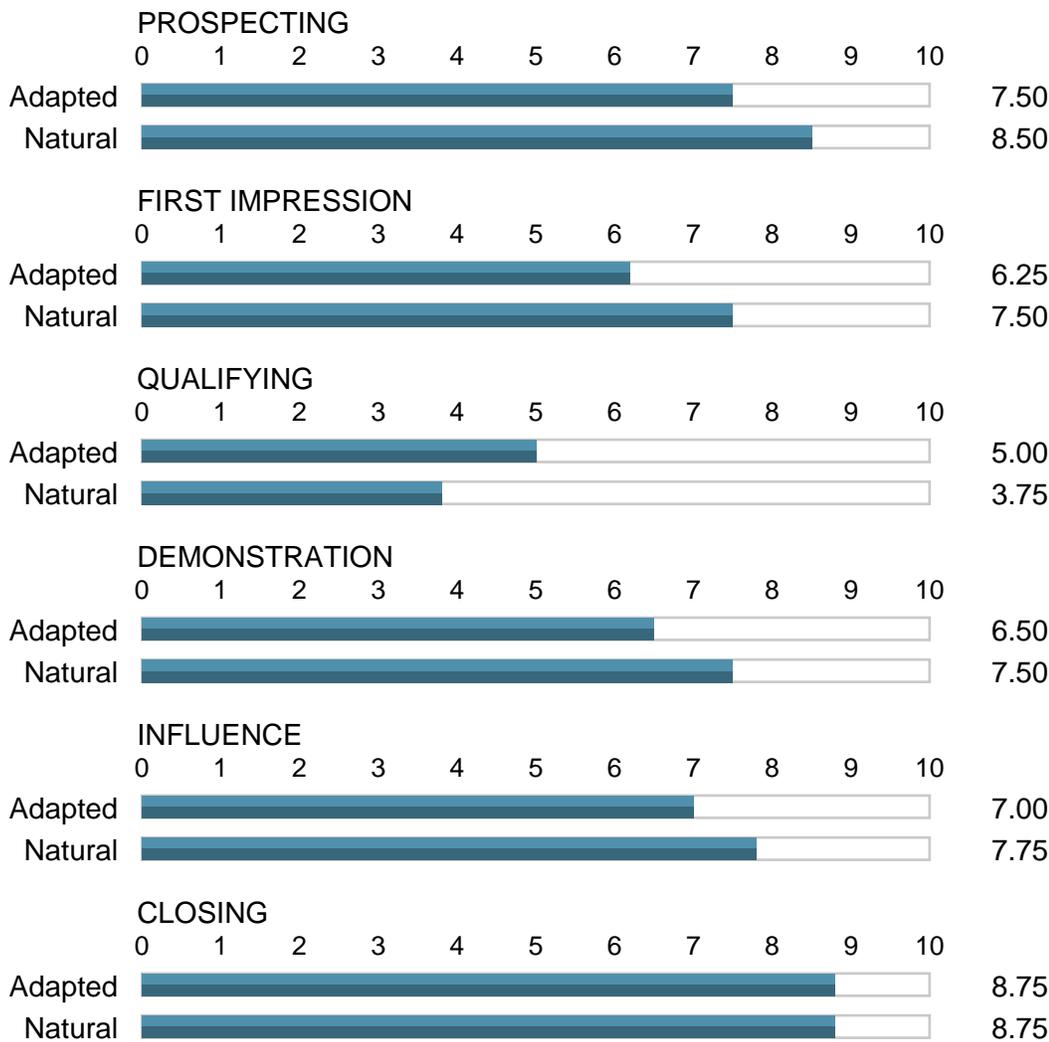


# Behavioral Selling Overview

The Behavioral Selling Overview reflects Sam's natural and adapted styles within each phase of the Behavioral Selling Model. Sam's natural style reflects his native, intuitive selling behavior. Sam's adapted scores reflect the behavior that Sam believes necessary in each phase of behavioral selling.

The level of effectiveness that Sam either possesses naturally or is able to modify or "mask" is also shown. The higher the score, the more effective Sam is at that phase of the sale. The lower the score, the greater challenge Sam has in terms of delivering specific behavior required for success within that phase.

The amount of difference between a salesperson's adapted and natural styles is also key. The greater the difference, the greater potential for stress.



0-5.0=POOR 5.1-6.6=FAIR 6.7-7.6=GOOD 7.7-8.8=VG 8.9-10=EX















## Selling Tips

*This section provides suggestions on methods which will improve Sam's communications when selling to different styles. The tips include a brief description of typical people in which he may interact. By adapting to the communication style desired by other people, Sam will become more effective in his communications with them. He may have to practice some flexibility in varying his communication style with others who may be different from himself. This flexibility and the ability to interpret the needs of others is the mark of a superior salesperson.*

### **When selling to a person who is dependent, neat, conservative, perfectionist, careful and compliant:**

- Prepare your "presentation" in advance.
- Stick to business--provide fact to support your presentation.
- Be accurate and realistic--don't exaggerate.

#### **Factors that will create tension:**

- Being giddy, casual, informal, loud.
- Wasting time with small talk.
- Being disorganized or messy.

### **When selling to a person who is ambitious, forceful, decisive, strong-willed, independent and goal-oriented:**

- Be clear, specific, brief and to the point.
- Stick to business. Give an effective presentation.
- Come prepared with support material in a well-organized "package."

#### **Factors that will create tension:**

- Talking about things that are not relevant to the issue.
- Leaving loopholes or cloudy issues.
- Appearing disorganized.

### **When selling to a person who is patient, predictable, reliable, steady, relaxed and modest:**

- Begin with a personal comment--break the ice.
- Present yourself softly, nonthreateningly and logically.
- Earn their trust--provide proven products.

#### **Factors that will create tension:**

- Rushing headlong into the interview.
- Being domineering or demanding.
- Forcing them to respond quickly to your questions.

### **When selling to a person who is magnetic, enthusiastic, friendly, demonstrative and political:**

- Provide a warm and friendly environment.
- Don't deal with a lot of details, unless they want them.
- Provide testimonials from people they see as important.

#### **Factors that will create tension:**

- Being curt, cold or tight-lipped.
- Controlling the conversation.
- Driving on facts and figures, alternatives, abstractions.







# Descriptors

Based on Sam's responses, the report has marked those words that describe his personal behavior. They describe how he solves problems and meets challenges, influences people, responds to the pace of the environment and how he responds to rules and procedures set by others.

<p><b>Demanding</b></p> <p><b>Egocentric</b></p> <p><b>Driving</b> <b>Ambitious</b> <b>Pioneering</b> <b>Strong-Willed</b> <b>Forceful</b> <b>Determined</b> <b>Aggressive</b> <b>Competitive</b> <b>Decisive</b> <b>Venturesome</b></p> <p><b>Inquisitive</b> <b>Responsible</b></p>	<p>Effusive</p> <p>Inspiring</p> <p>Magnetic</p> <p><b>Political</b> <b>Enthusiastic</b> <b>Demonstrative</b> <b>Persuasive</b> <b>Warm</b> <b>Convincing</b> <b>Polished</b> <b>Poised</b> <b>Optimistic</b></p> <p><b>Trusting</b> <b>Sociable</b></p>	<p>Phlegmatic</p> <p>Relaxed</p> <p>Resistant to Change</p> <p>Nondemonstrative</p> <p>Passive</p> <p>Patient</p> <p>Possessive</p> <p>Predictable</p> <p>Consistent</p> <p>Deliberate</p> <p>Steady</p> <p>Stable</p>	<p>Evasive</p> <p>Worrisome</p> <p>Careful</p> <p>Dependent</p> <p>Cautious</p> <p>Conventional</p> <p>Exacting</p> <p>Neat</p> <p>Systematic</p> <p>Diplomatic</p> <p>Accurate</p> <p>Tactful</p> <p>Open-Minded</p> <p>Balanced Judgment</p>
<b>Dominance</b>	<b>Influencing</b>	<b>Steadiness</b>	<b>Compliance</b>
<p>Conservative</p> <p>Calculating</p> <p>Cooperative</p> <p>Hesitant</p> <p>Low-Keyed</p> <p>Unsure</p> <p>Undemanding</p> <p>Cautious</p> <p>Mild</p> <p>Agreeable</p> <p>Modest</p> <p>Peaceful</p> <p>Unobtrusive</p>	<p>Reflective</p> <p>Factual</p> <p>Calculating</p> <p>Skeptical</p> <p>Logical</p> <p>Undemonstrative</p> <p>Suspicious</p> <p>Matter-of-Fact</p> <p>Incisive</p> <p>Pessimistic</p> <p>Moody</p> <p>Critical</p>	<p><b>Mobile</b></p> <p><b>Active</b> <b>Restless</b> <b>Alert</b> <b>Variety-Oriented</b> <b>Demonstrative</b></p> <p><b>Impatient</b> <b>Pressure-Oriented</b> <b>Eager</b> <b>Flexible</b></p> <p>Impulsive</p> <p>Impetuous</p> <p>Hypertense</p>	<p><b>Firm</b></p> <p><b>Independent</b> <b>Self-Willed</b> <b>Stubborn</b></p> <p><b>Obstinate</b></p> <p><b>Opinionated</b> <b>Unsystematic</b> <b>Self-Righteous</b> <b>Uninhibited</b></p> <p>Arbitrary</p> <p>Unbending</p> <p>Careless with Details</p>



















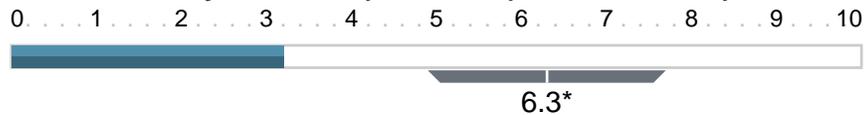
# Behavioral Hierarchy

**8. Follow Up and Follow Through** - A need to be thorough.



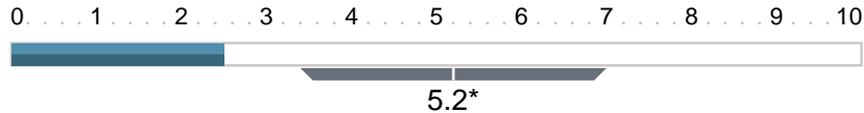
4.0

**9. Consistency** - The ability to do the job the same way.



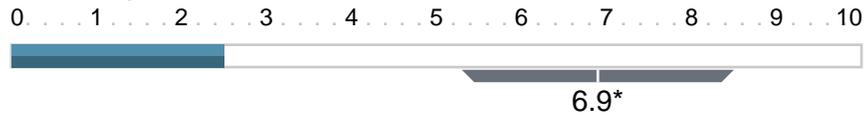
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**10. Analysis of Data** - Information is maintained accurately for repeated examination as required.



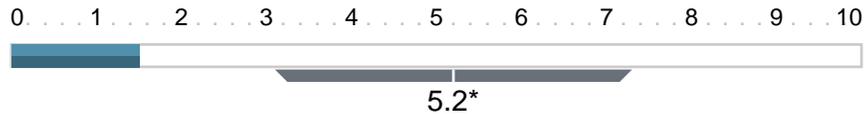
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**11. Following Policy** - Complying with the policy or if no policy, complying with the way it has been done.



2.5

**12. Organized Workplace** - Systems and procedures followed for success.

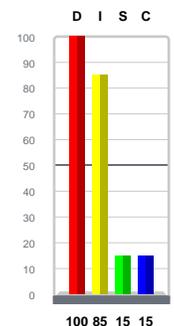
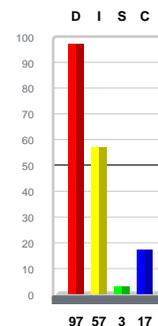


1.5



Adapted Style

Natural Style



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\* 68% of the population falls within the shaded area.



# Style Insights® Graphs

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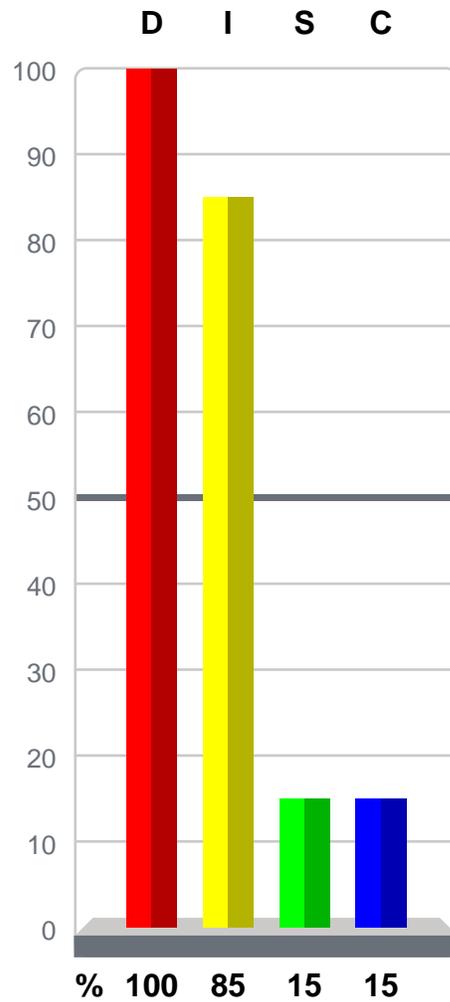
Adapted Style

Graph I



Natural Style

Graph II



Norm 2011 R4



## The Success Insights® Wheel

The Success Insights® Wheel is a powerful tool popularized in Europe. In addition to the text you have received about your behavioral style, the Wheel adds a visual representation that allows you to:

- View your natural behavioral style (circle).
- View your adapted behavioral style (star).
- Note the degree you are adapting your behavior.
- If you filled out the Work Environment Analysis, view the relationship of your behavior to your job.

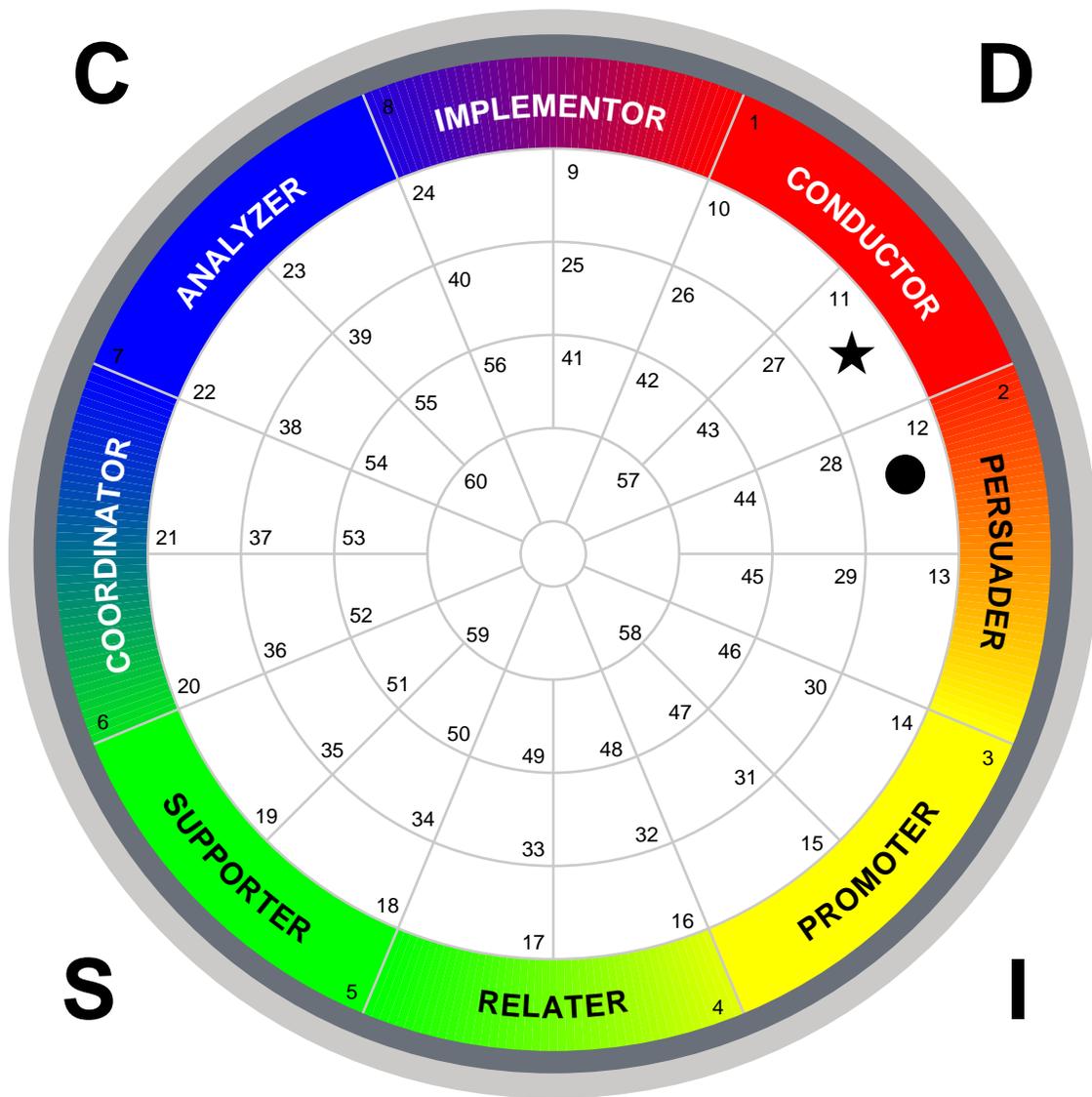
Notice on the next page that your Natural style (circle) and your Adapted style (star) are plotted on the Wheel. If they are plotted in different boxes, then you are adapting your behavior. The further the two plotting points are from each other, the more you are adapting your behavior.

If you are part of a group or team who also took the behavioral assessment, it would be advantageous to get together, using each person's Wheel, and make a master Wheel that contains each person's Natural and Adapted style. This allows you to quickly see where conflict can occur. You will also be able to identify where communication, understanding and appreciation can be increased.



# The Success Insights® Wheel

2-15-2013



Adapted: ★ (11) PERSUADING CONDUCTOR  
 Natural: ● (12) CONDUCTING PERSUADER

Norm 2011 R4



## Introduction Motivators Section

Knowledge of an individual's motivators help to tell us WHY they do things. A review of an individual's experiences, references, education and training help to tell us WHAT they can do. Behavioral assessments help to tell us HOW a person behaves and performs in the work environment. The Personal Motivators & Engagement report measures the relative prominence of six basic interests or motivators (a way of valuing life): Theoretical, Utilitarian, Aesthetic, Social, Individualistic and Traditional.

Motivators help to initiate one's behavior and are sometimes called the hidden motivators because they are not always readily observed. It is the purpose of this report to help illuminate and amplify some of those motivating factors and to build on the strengths that each person brings to the work environment.

Based on your choices, this report ranks your relative passion for each of the six motivators. Your top two and sometimes three motivators cause you to move into action. You will feel positive when talking, listening or doing activities that satisfy your top motivators.

The feedback you will receive in this section will reflect one of three intensity levels for each of the six motivators.

- **Strong** - positive feelings that you need to satisfy either on or off the job.
- **Situational** - where your feelings will range from positive to indifferent based on other priorities in your life at the time. These motivators tend to become more important as your top motivators are satisfied.
- **Indifferent** - your feelings will be indifferent when related to your 5th or 6th motivator.

Your Personal Motivators Ranking		
1st	Theoretical	<b>Strong</b>
2nd	Utilitarian	<b>Strong</b>
3rd	Individualistic	<b>Situational</b>
4th	Social	<b>Situational</b>
5th	Traditional	<b>Indifferent</b>
6th	Aesthetic	<b>Indifferent</b>



















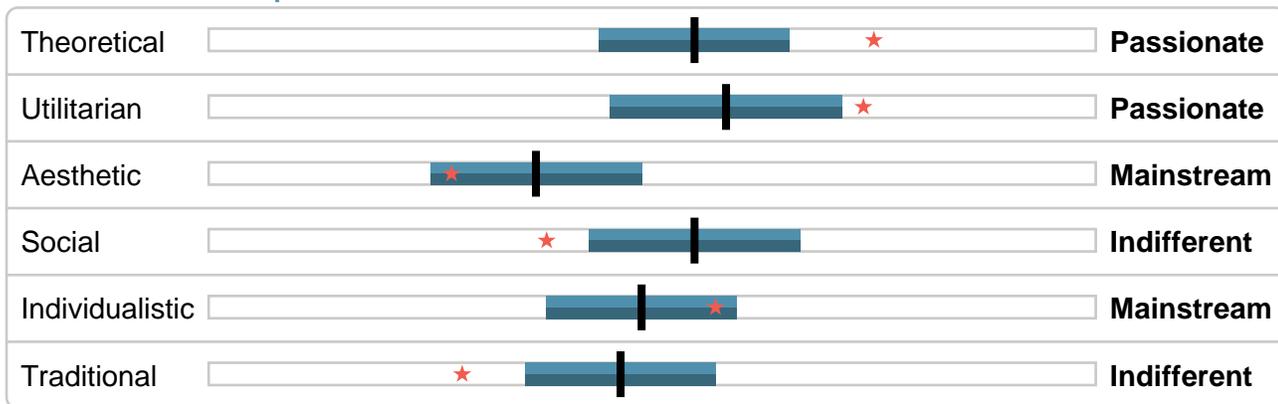
# Motivators - Norms & Comparisons

For years you have heard statements like, "Different strokes for different folks," "to each his own," and "people do things for their own reasons, not yours." When you are surrounded by people who share similar motivators, you will fit in with the group and be energized. However, when surrounded by people whose motivators are significantly different from yours, you may be perceived as out of the mainstream. These differences can induce stress or conflict. **When confronted with this type of situation you can:**

- Change the situation.
- Change your perception of the situation.
- Leave the situation.
- Cope with the situation.

**This section reveals areas where your motivators may be outside the mainstream and could lead to conflict.** The further away you are from the mainstream on the high side, the more people will notice your passion about that motivator. The further away from the mainstream on the low side, the more people will view you as indifferent and possibly negative about that motivator. The shaded area for each motivator represents 68 percent of the population or scores that fall within one standard deviation above or below the national mean.

## Norms & Comparisons Table - Norm 2011



- 68 percent of the population    - national mean    - your score

**Mainstream** - one standard deviation of the national mean  
**Passionate** - two standard deviations above the national mean  
**Indifferent** - two standard deviations below the national mean  
**Extreme** - three standard deviations from the national mean



## Motivators - Norms & Comparisons

Areas in which you have strong feelings or passions compared to others:

- You have an intense passion for learning new things, always searching for opportunities to advance your knowledge. Others may struggle with the amount of time and resources you are willing to invest to learn new things. They might think you should stop learning and start doing.
- You strive for efficiency and practicality in all areas of your life, seeking to gain a return on your investment of time, talent and resources. Others may feel you always have a string attached and are always trying to gain a personal advantage. They may feel you should give just for the sake of giving.

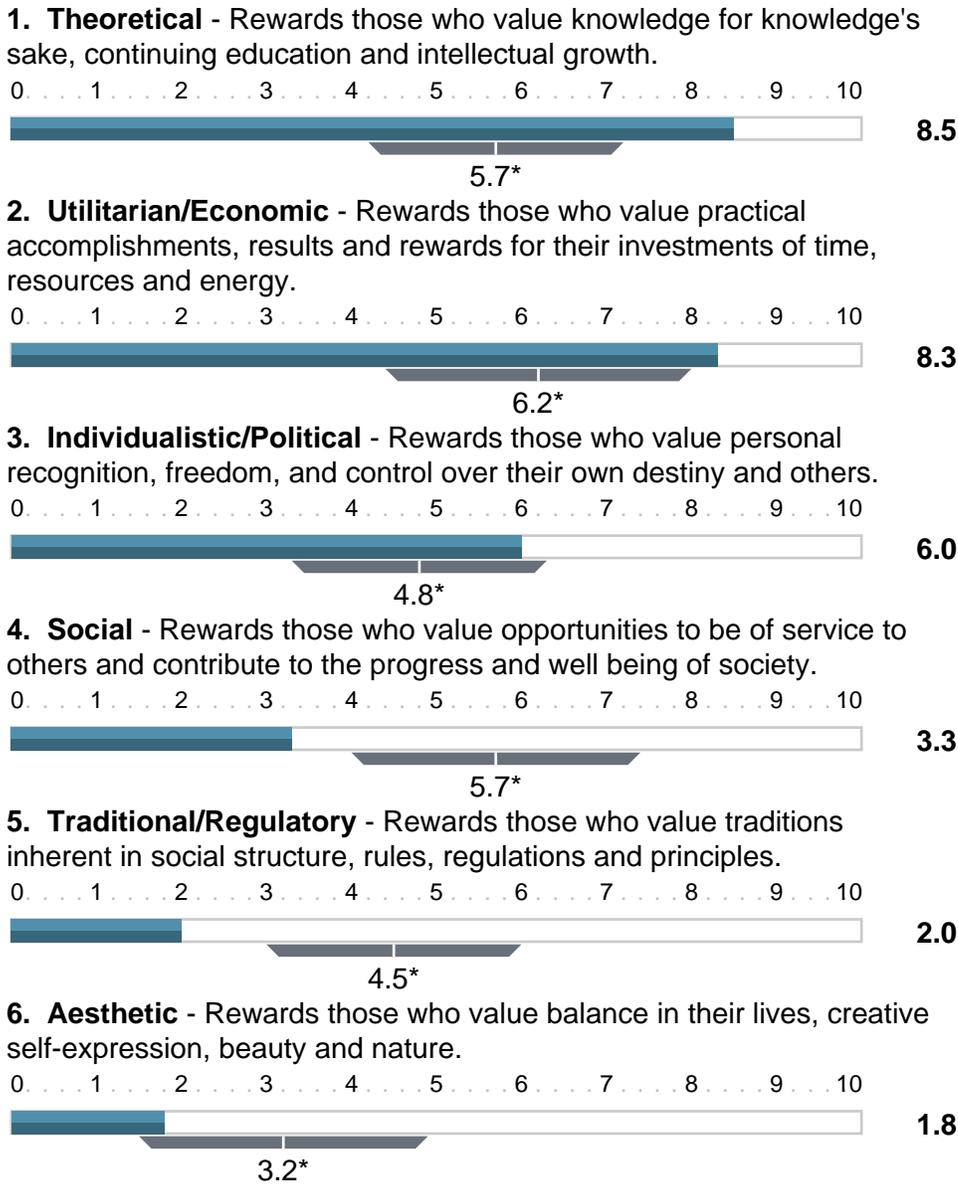
Areas where others' strong feelings may frustrate you as you do not share their same passion:

- Your self-reliance will cause you to feel uncomfortable around people who are always trying to help you or be too nice to you.
- Others who try to impose their way of living on you will frustrate you. Your ability to try new things frustrates them and they feel compelled to change you to their system.

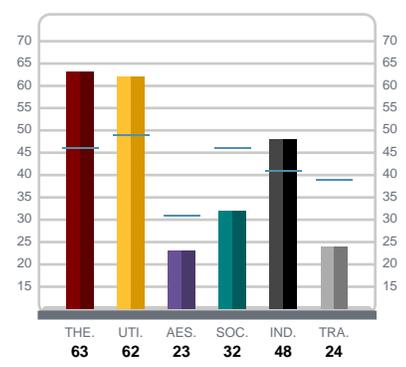


# Motivators Hierarchy

Your motivation to succeed in anything you do is determined by your underlying motivators. You will feel energized and successful at work when your job supports your personal motivators. They are listed below from the highest to the lowest.



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\* 68% of the population falls within the shaded area.



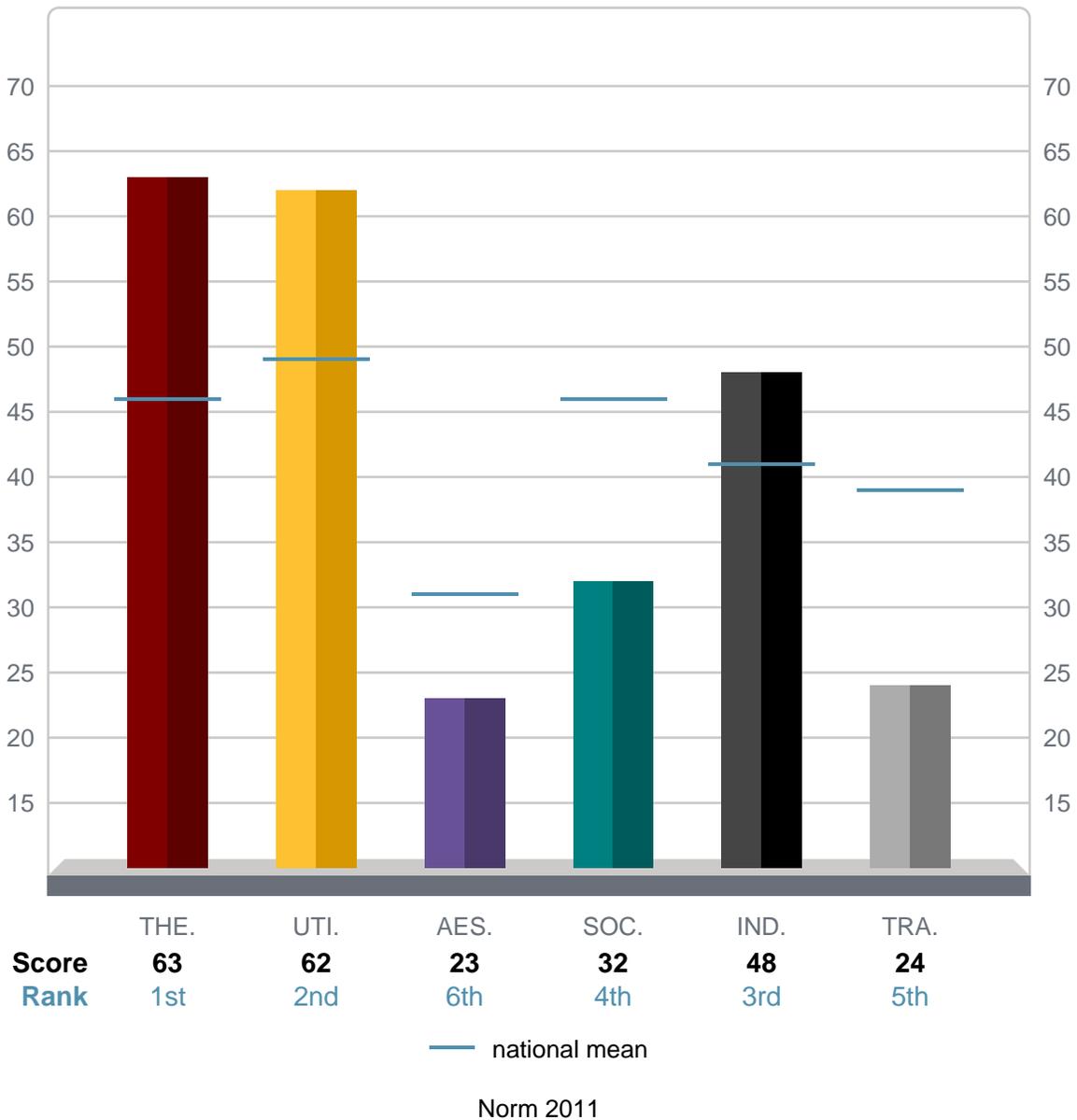
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Sam Sample



# Motivation Insights® Graph

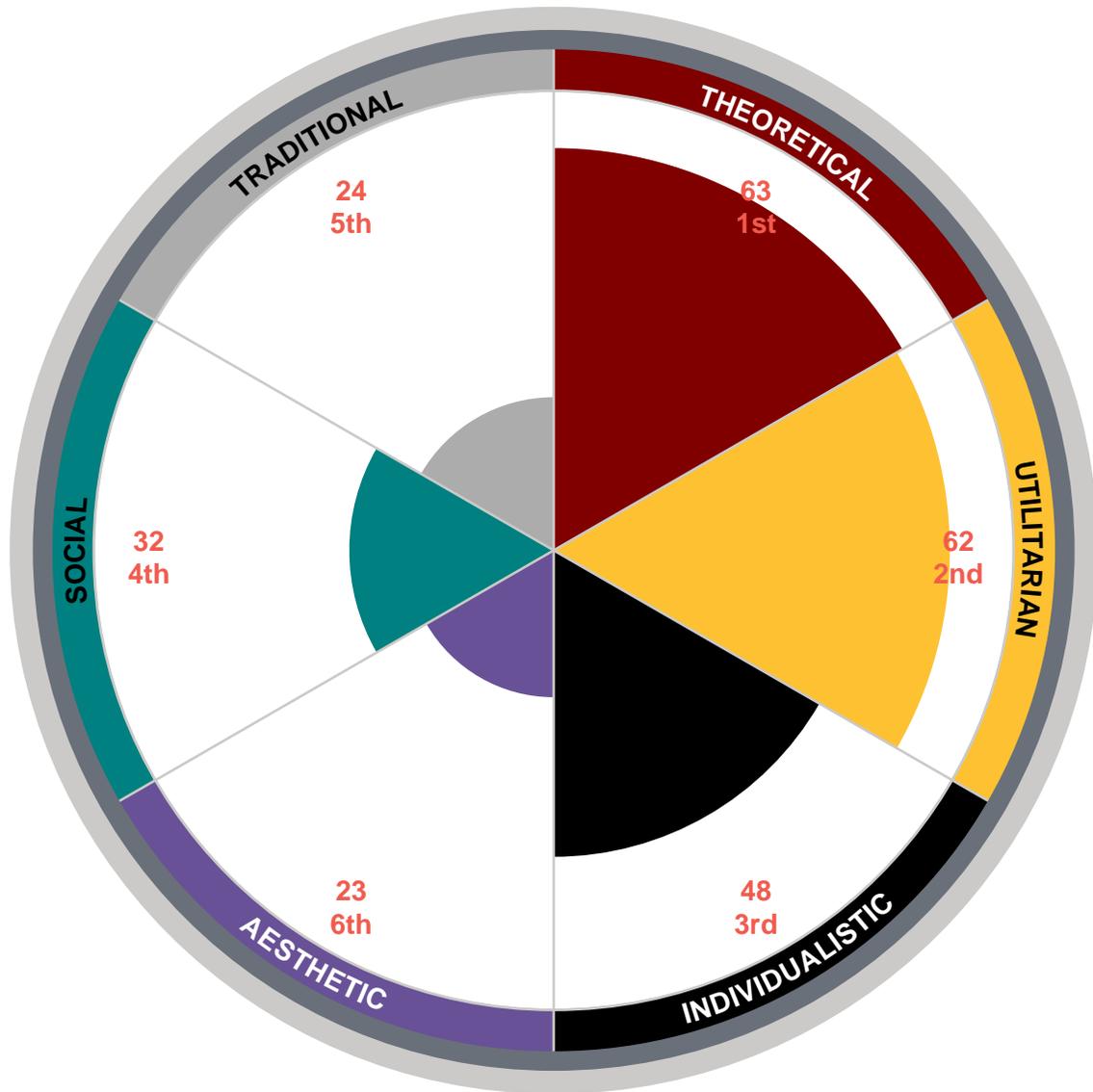
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# Motivators Wheel™

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## Introduction Integrating Behaviors and Motivators Section

The ultimate power behind increasing job satisfaction and performance comes from the blending of your behaviors and motivators. Each individually is powerful in order to modify your actions, but the synergy of blending the two moves you to a whole new level.

### In this section you will find:

- Potential Behavioral and Motivational Strengths
- Potential Behavioral and Motivational Conflict
- Ideal Environment
- Keys to Motivating
- Keys to Managing













## Introduction Emotional Intelligence Section

The Emotional Quotient™ report looks at a person's emotional intelligence, which is the ability to sense, understand and effectively apply the power and acumen of emotions to facilitate higher levels of collaboration and productivity. The report was designed to provide insight into two broad areas: Intrapersonal and Interpersonal emotional intelligence.

Research shows that successful leaders and superior performers have well developed emotional intelligence skills. This makes it possible for them to work well with a wide variety of people and to respond effectively to the rapidly changing conditions in the business world. In fact, a person's (EQ) emotional intelligence may be a better predictor of success performance than intelligence (IQ).

This report measures five dimensions of emotional intelligence:

### Intrapersonal emotional intelligence

What goes on inside of you as you experience day-to-day events.

**Self-Awareness** is the ability to recognize and understand your moods, emotions and drives, as well as their effect on others.

**Self Regulation** is your ability to control or redirect disruptive impulses and moods and the propensity to suspend judgment to think before acting.

**Motivation** is a passion to work for reasons that go beyond money or status and a propensity to pursue goals with energy and persistence.

### Interpersonal emotional intelligence

What goes on between you and others.

**Empathy** is your ability to understand the emotional makeup of other people.

**Social Skills** is a proficiency in managing relationships and building networks.

Is the report 100% true? Yes, no and maybe. We are only measuring emotional intelligence. We only report statements from areas in which tendencies are shown. To improve accuracy, feel free to make notes or edit the report regarding any statement from the report that may or may not apply, but only after checking with friends or colleagues to see if they agree.



# General Characteristics

Based on Sam's responses, the report has selected general statements to provide a broad understanding of his level of emotional intelligence.

## Self-Awareness

- When faced with a difficult decision, he is usually able to avoid emotionally-based hesitation and confusion.
- Clearly identifies his emotional reactions to life situations.
- Predicts and anticipates his emotional reactions to events.

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## Self-Regulation

- When in a bad mood, he may brood about it.
- May introduce unnecessary conflict when working with others.
- May have fallen into a habit of using ineffective emotional-regulation strategies.

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## Motivation

- Will tend to challenge others at times when they are ready to settle for mediocre results.
- He generally will not allow objections or obstacles to keep him from achieving his goals.
- Generally sees challenges more as opportunities rather than obstacles.

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## Empathy

- Relatively skilled at deciphering the emotional tone of most interactions.
- His ability to gauge the emotional response of others enhances his ability to work with people.
- Generally is able to empathize with others, even when he has not been there himself.

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## Social Skills

- Generally deciphers nonverbal clues in any interaction.
- Has the ability to network, which may create future opportunities.
- He generally sees the connection between his actions and the impact they have on others.

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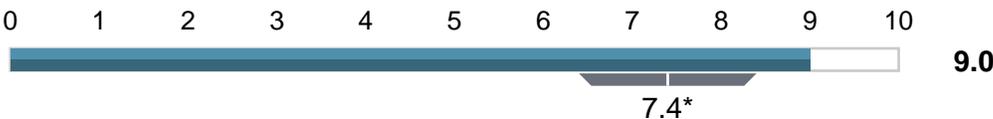
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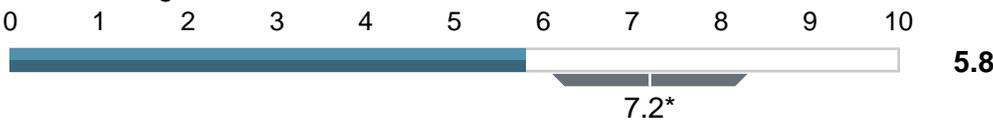
# Emotional Quotient Assessment Results

The Emotional Quotient (EQ) is a measure of your ability to sense, understand, and effectively apply the power and acumen of your emotions and the emotions of others in order to facilitate high levels of collaboration and productivity. Your overall score on the Emotional Quotient Assessment indicates your level of overall emotional intelligence. The higher the number, the more emotionally intelligent you are. If your goal is to raise your EQ, the components on which you have scored the lowest should be the focus of your development.

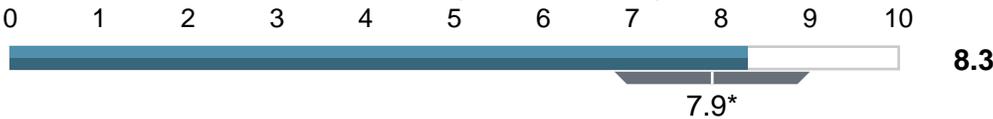
**1. SELF-AWARENESS** - The ability to recognize and understand your moods, emotions and drives, as well as their effect on others.



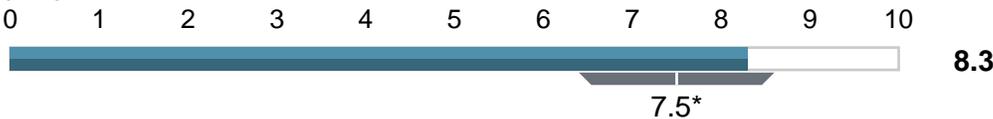
**2. SELF-REGULATION** - The ability to control or redirect disruptive impulses and moods and the propensity to suspend judgment and think before acting.



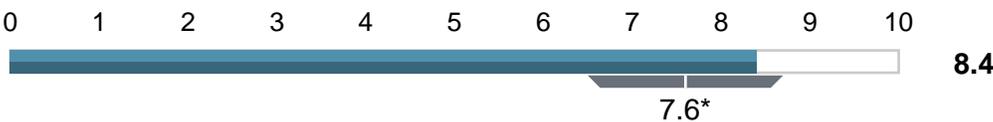
**3. MOTIVATION** - A passion to work for reasons that go beyond money or status, and a propensity to pursue goals with energy and persistence.



**4. EMPATHY** - The ability to understand the emotional makeup of other people.



**5. SOCIAL SKILLS** - A proficiency in managing relationships and building networks.



\* 68% of the population falls within the shaded area.









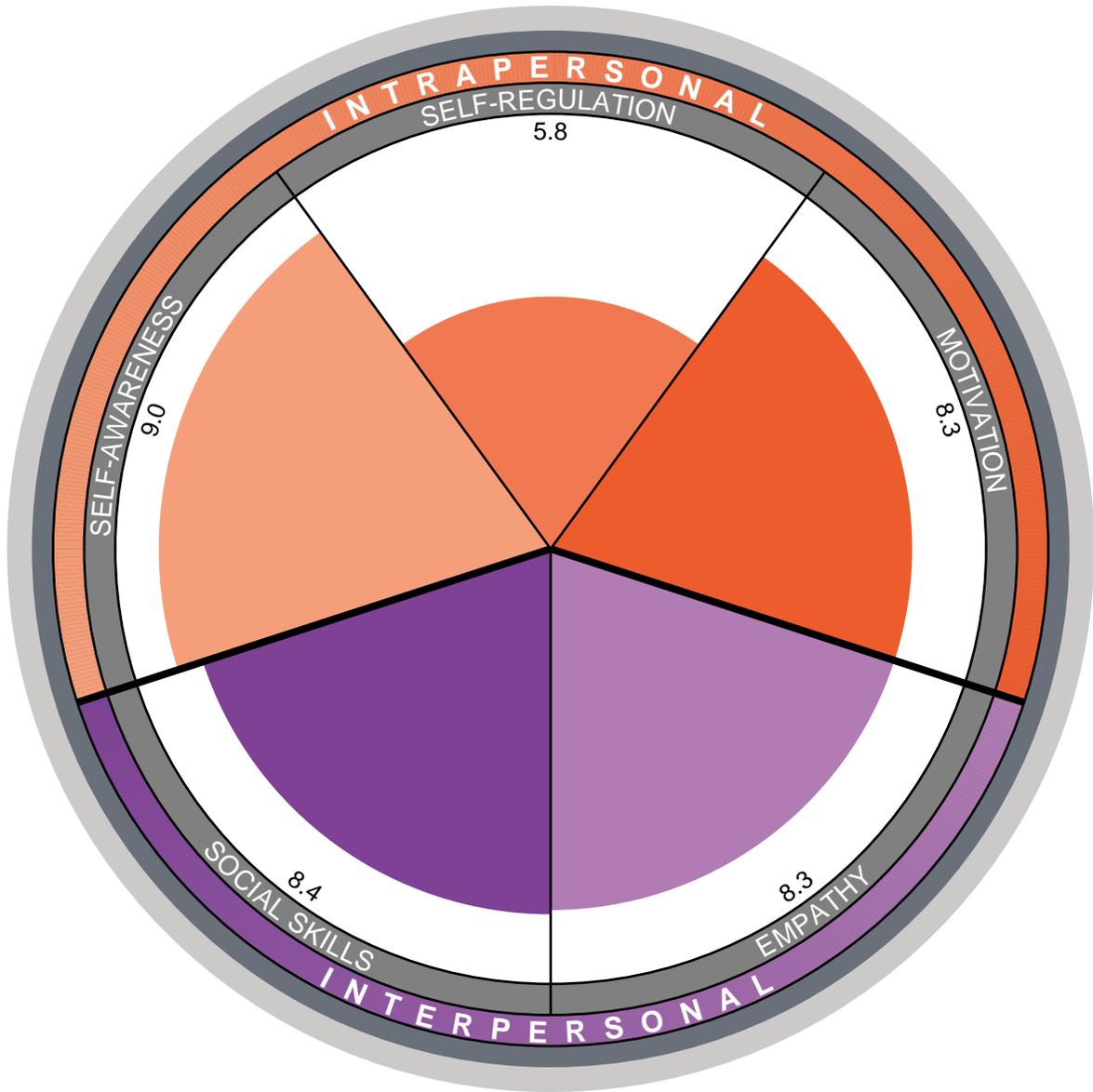






# Emotional Quotient™ Wheel

2-15-2013





## Introduction Blending Behaviors, Motivators and EQ for Success

Maximizing the effectiveness of one's behavioral style can be a difficult maze to navigate in the workplace, especially in situations where "behavioral labels" are assigned. Often a team will have multiple people with the same behavioral styles faced with the same situation, yet they come across differently.

For years, TTI has educated the corporate world on behaviors, or the "how" of people's actions; meanwhile, motivators drive those actions, or "why" they do what they do. This has explained the difference in actions for decades. However, recent research has led to the discovery of people with similar behaviors and motivators, yet they still respond differently to situations, especially when the situations are emotionally charged.

Why is this? The answer is often found within a person's Emotional Intelligence. Understanding a person's EQ and applying this information to behaviors and motivators can not only expand the working language and communication of an organization, but can help an individual successfully navigate the workplace maze and feel a sense of accomplishment and reward from doing so.



