

TTI SUCCESS INSIGHTS®

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## **“What’s Next?” Leveling Up from Vendor to PARTNER**

Presented by: Ryan Link

April  
2006

July  
2008

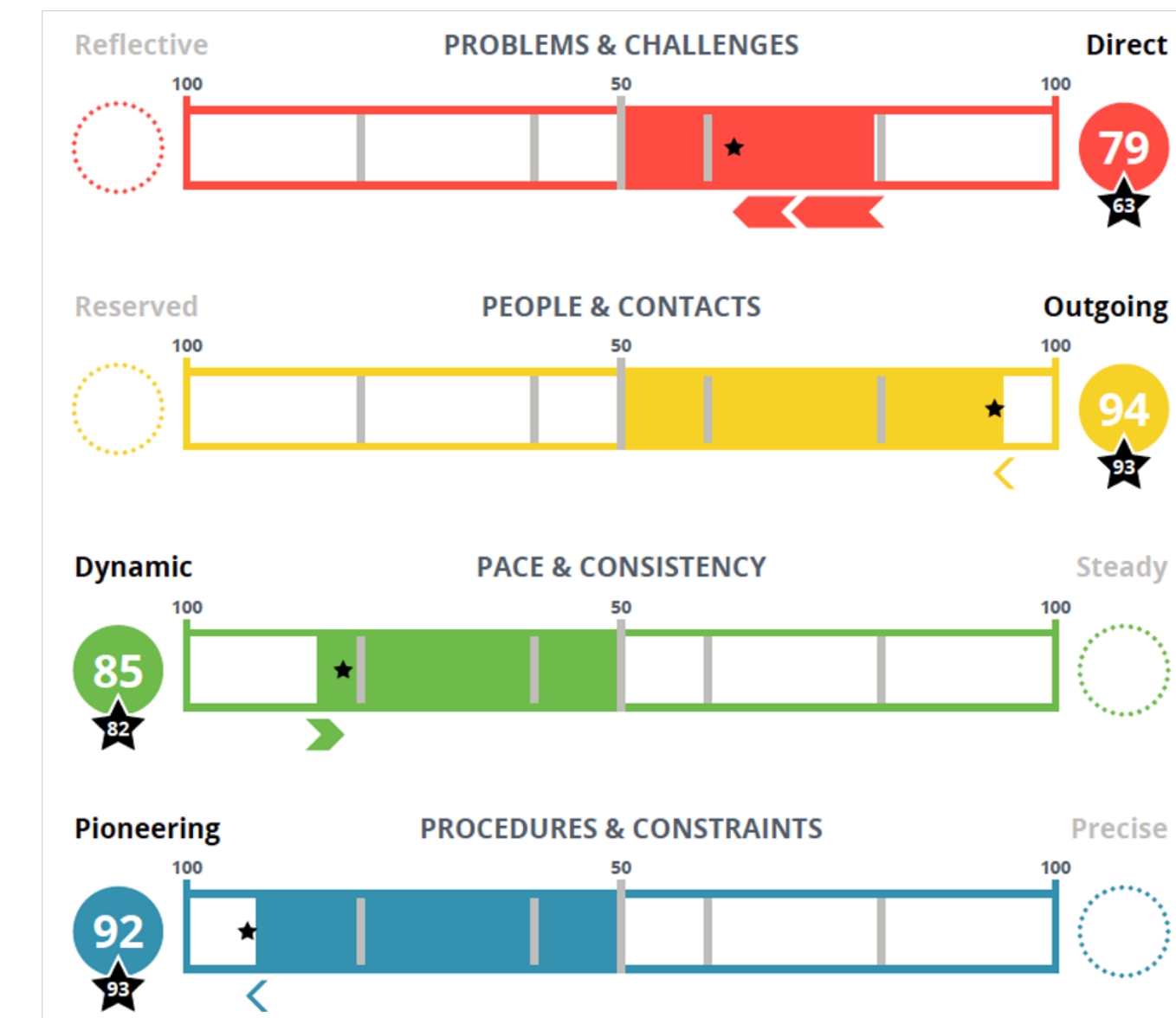
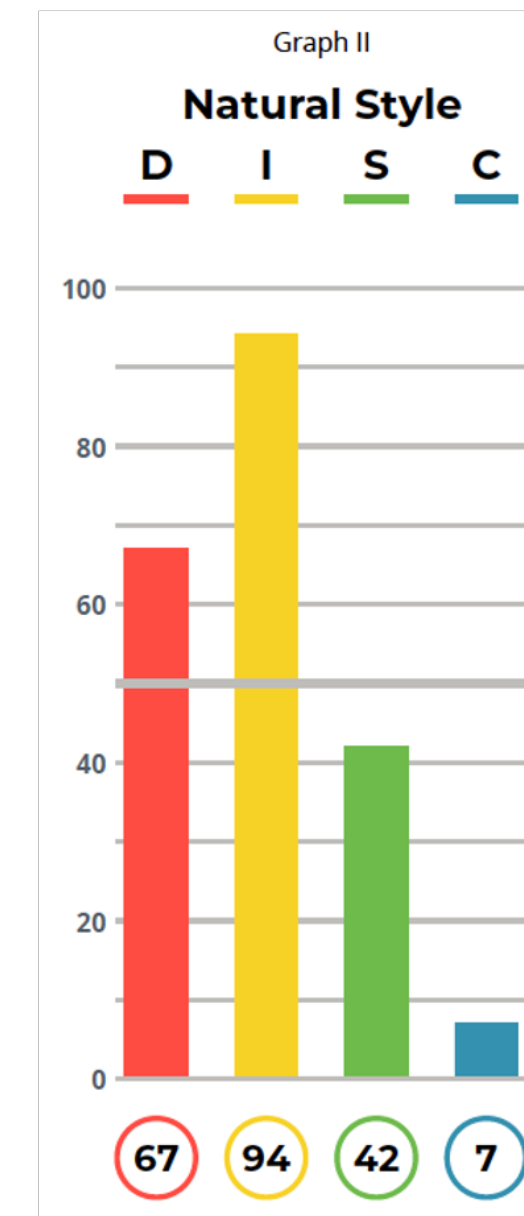
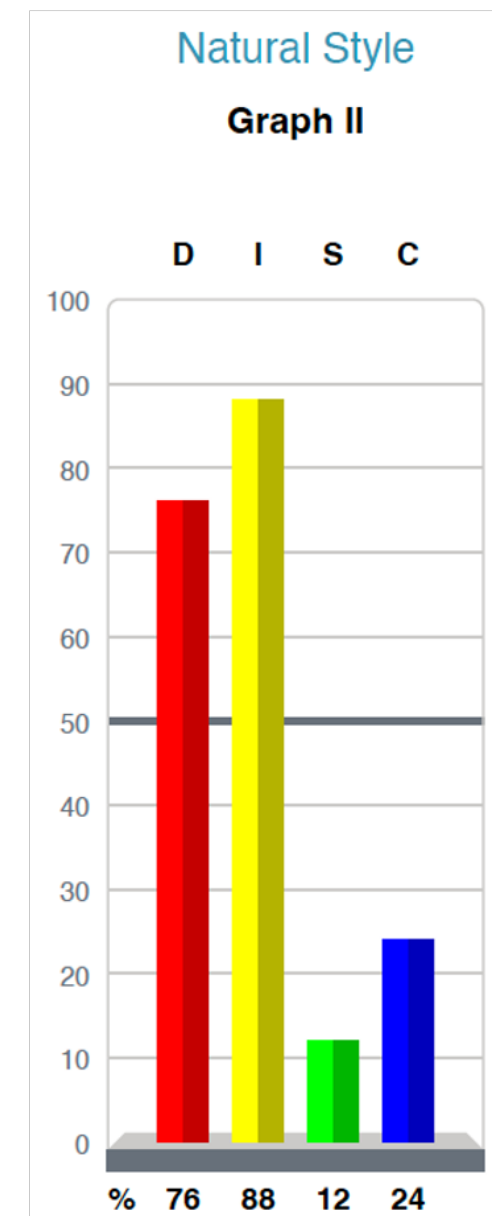
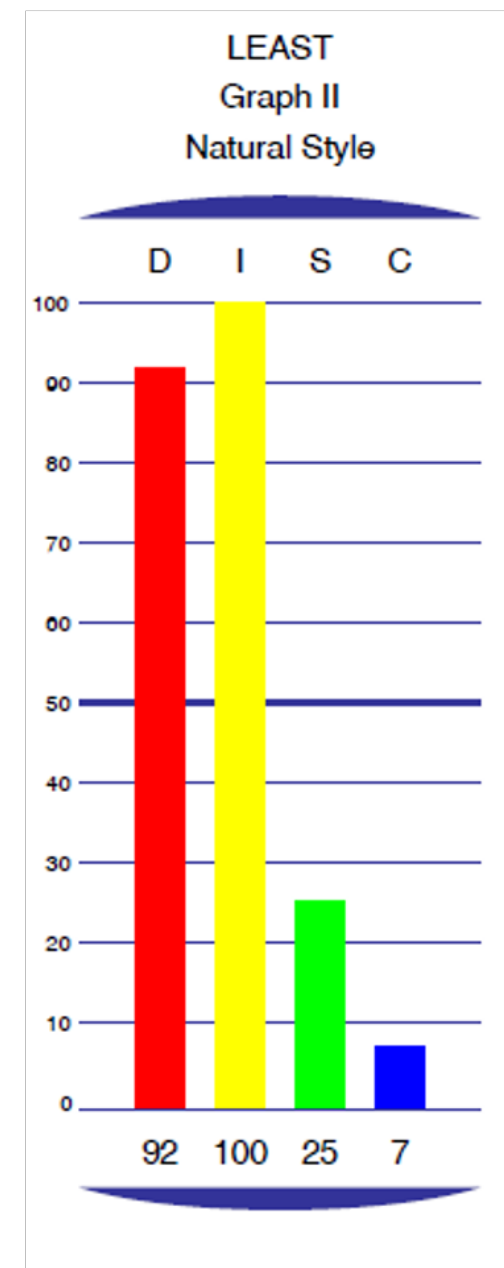
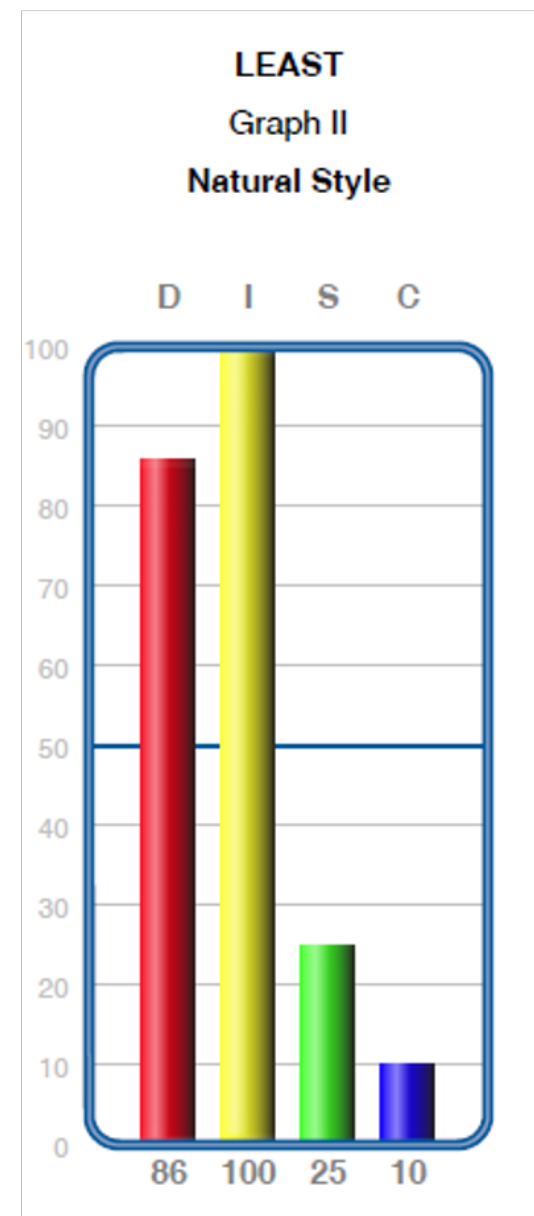
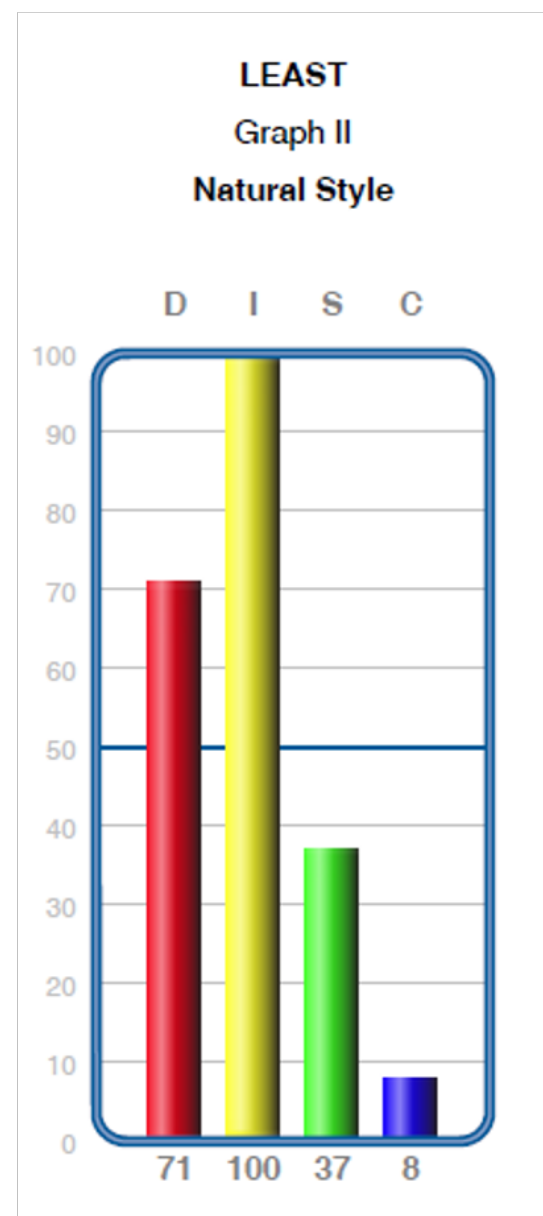
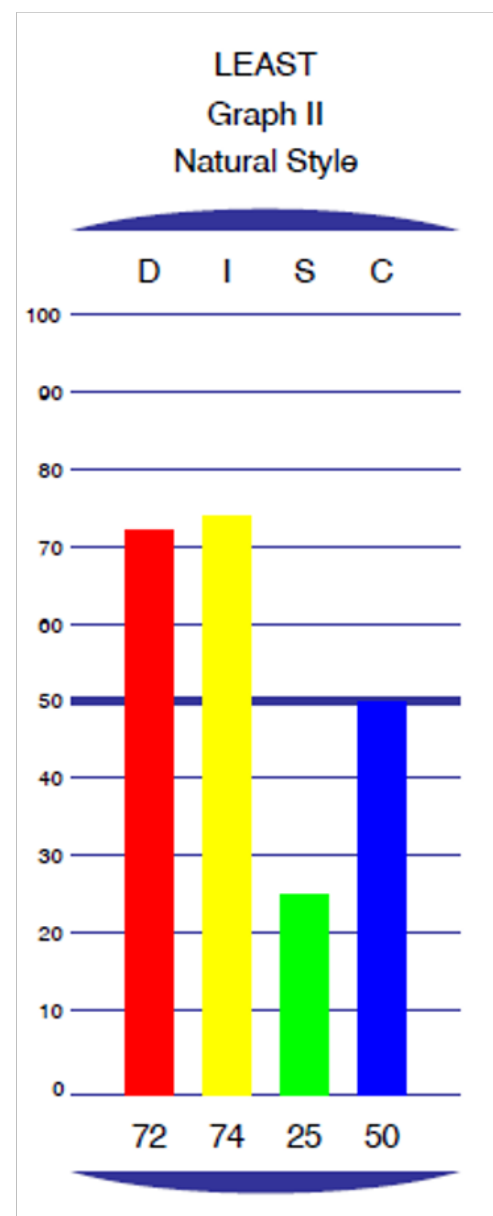
March  
2010

January  
2012

October  
2015

February  
2018

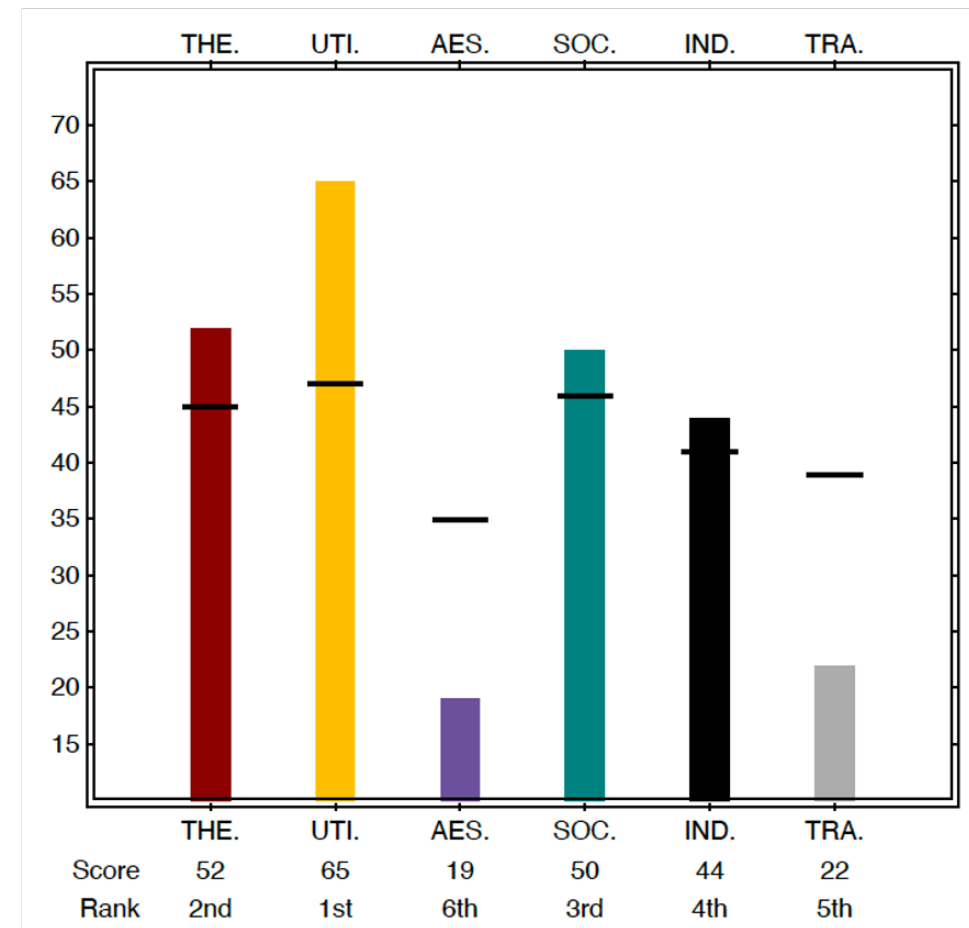
February  
2021



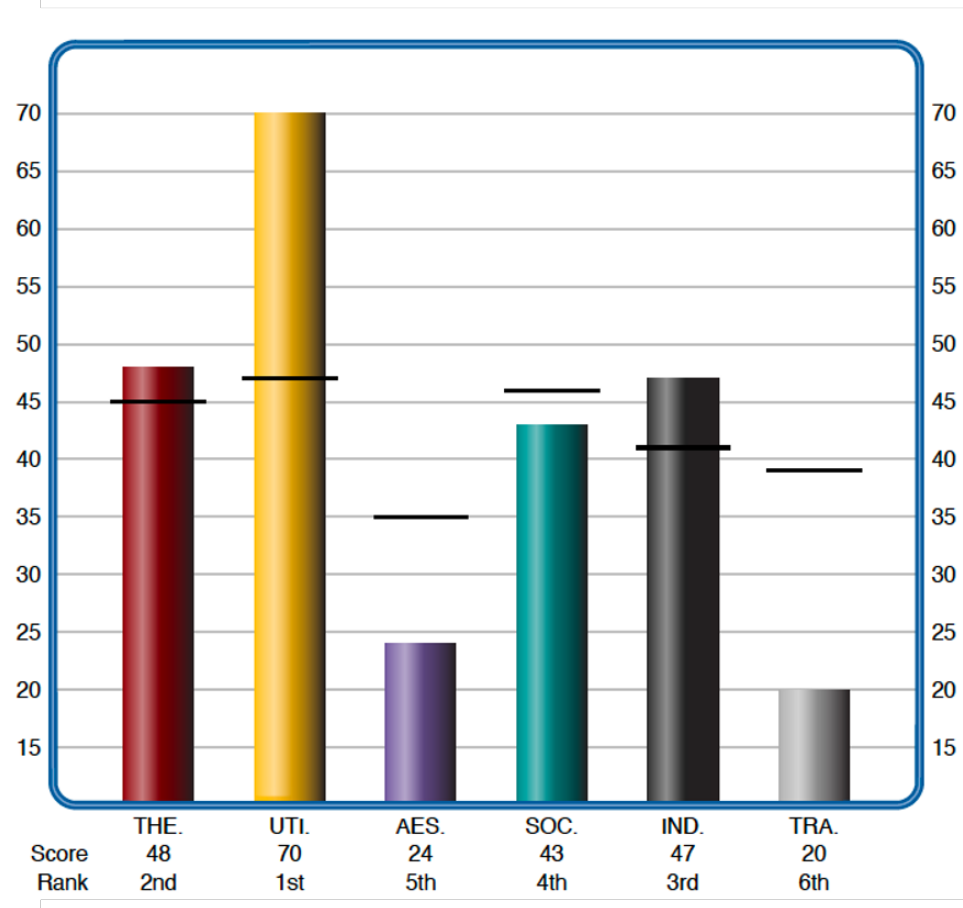
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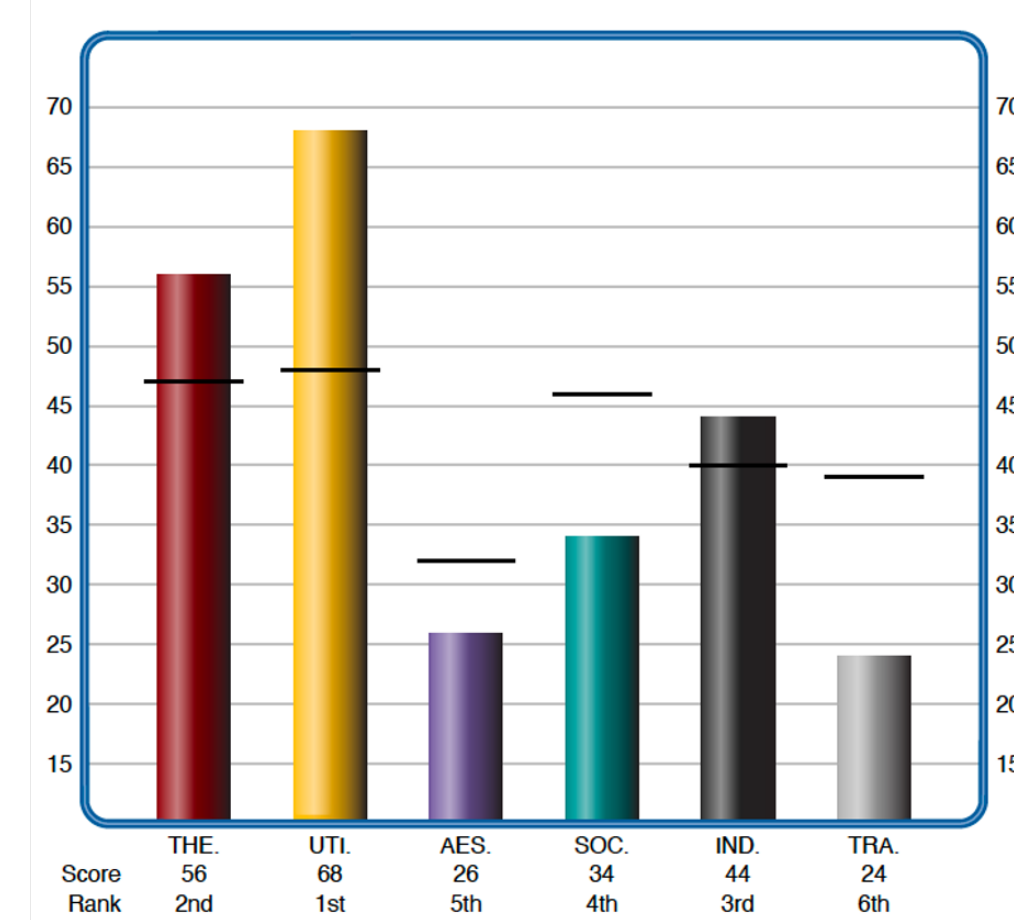
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2008



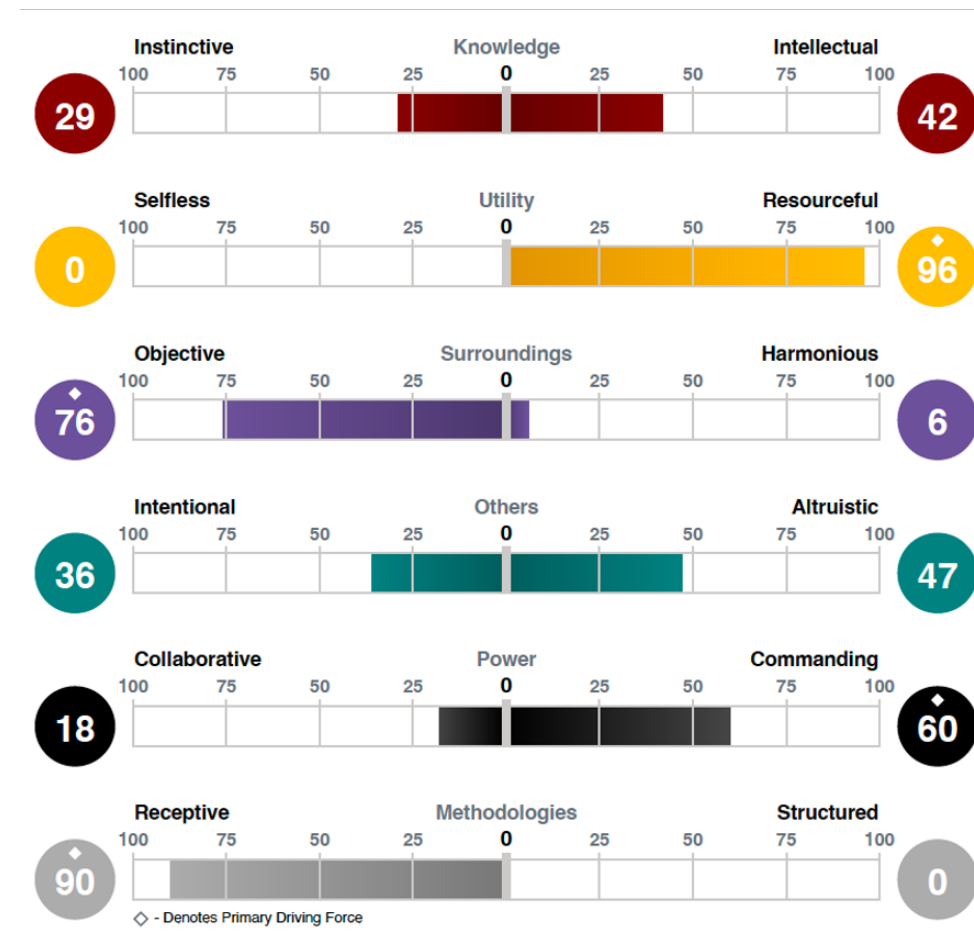
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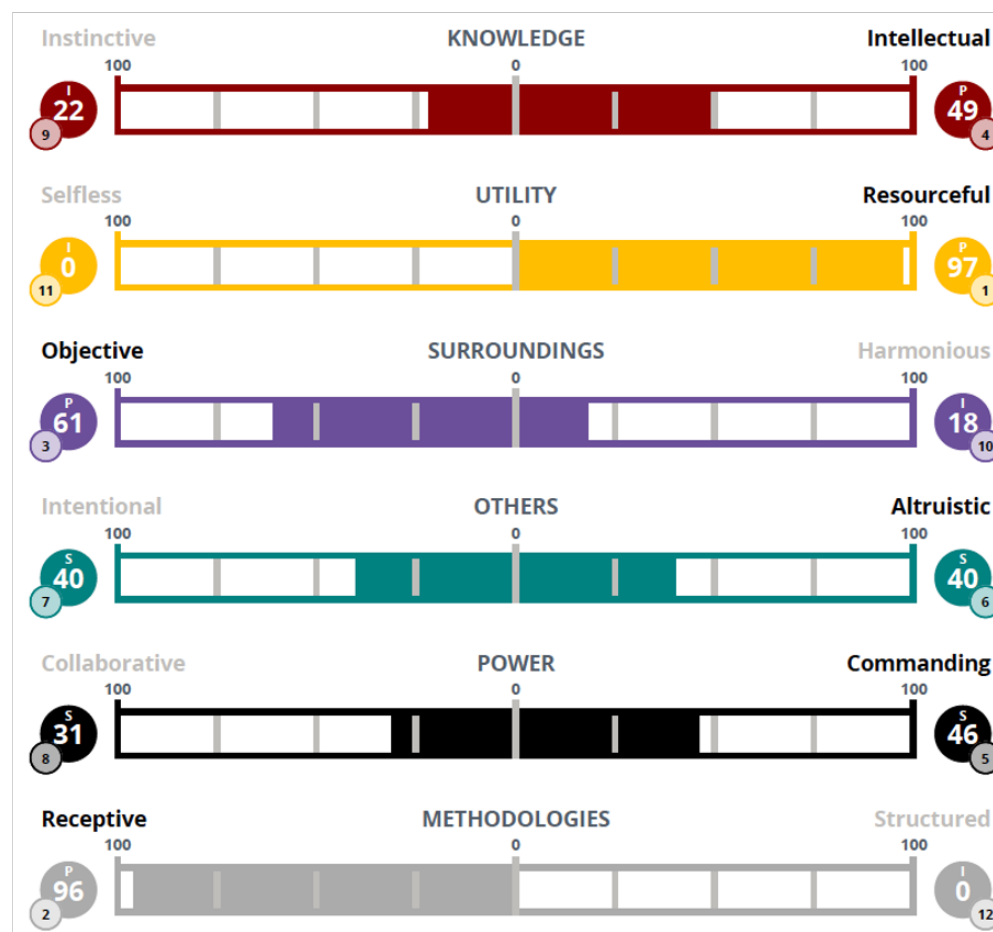
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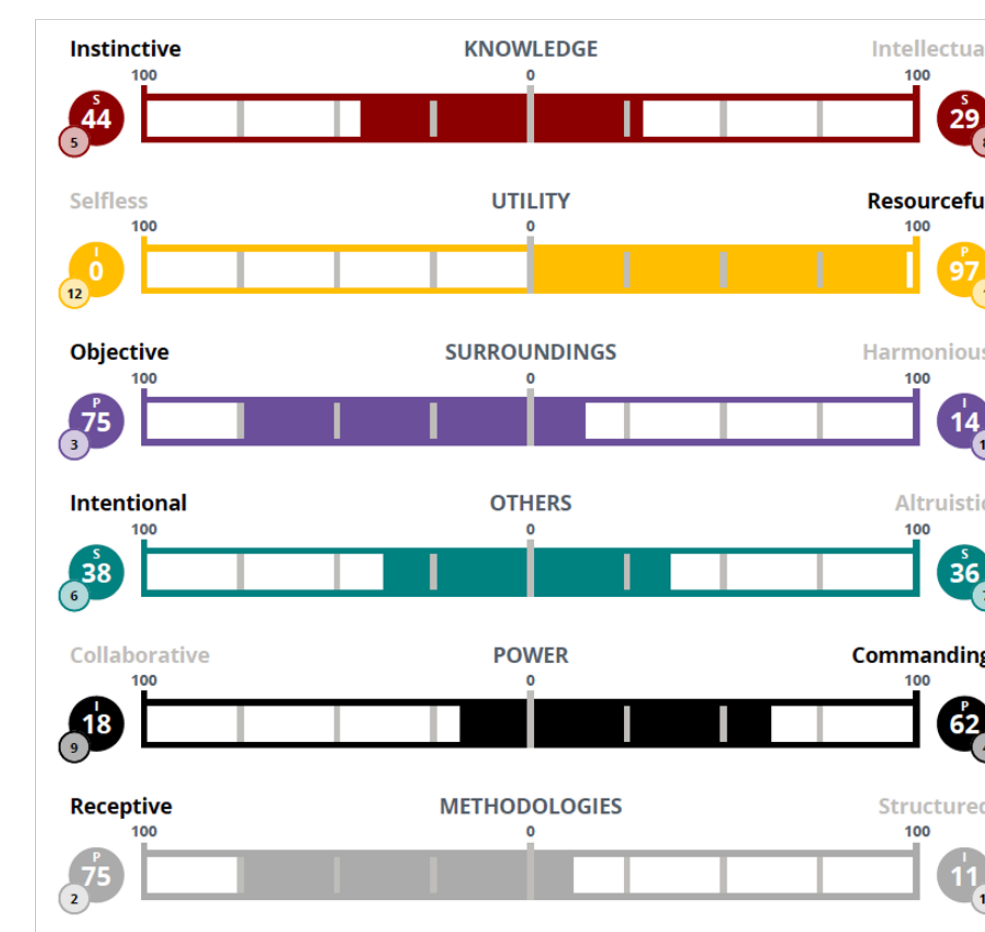
April  
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May  
2020



June  
2021



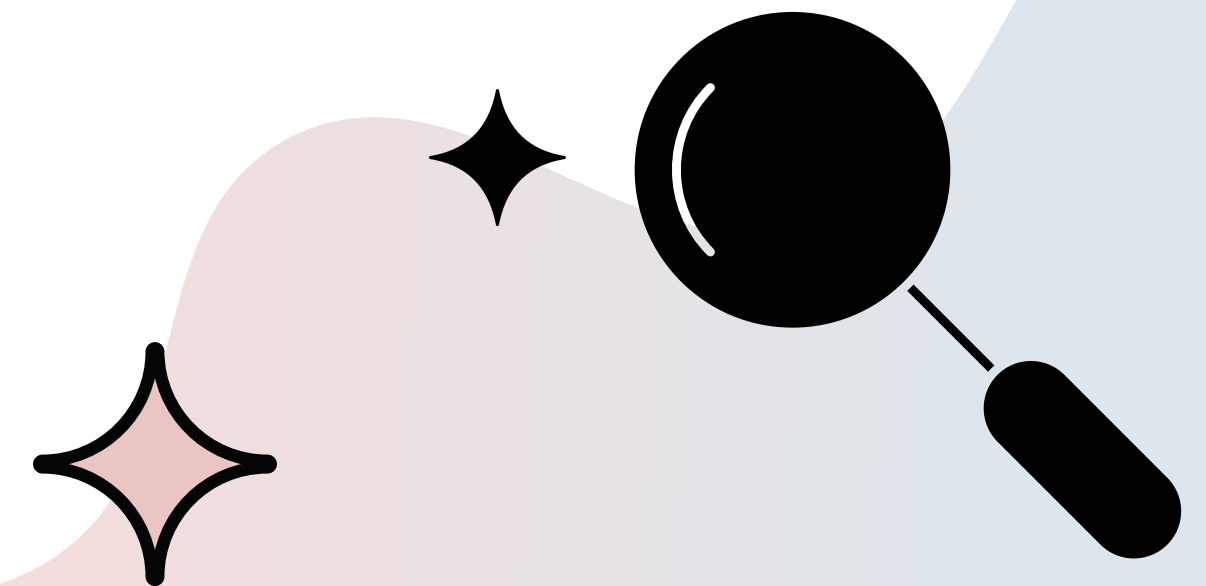
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# Table Talk

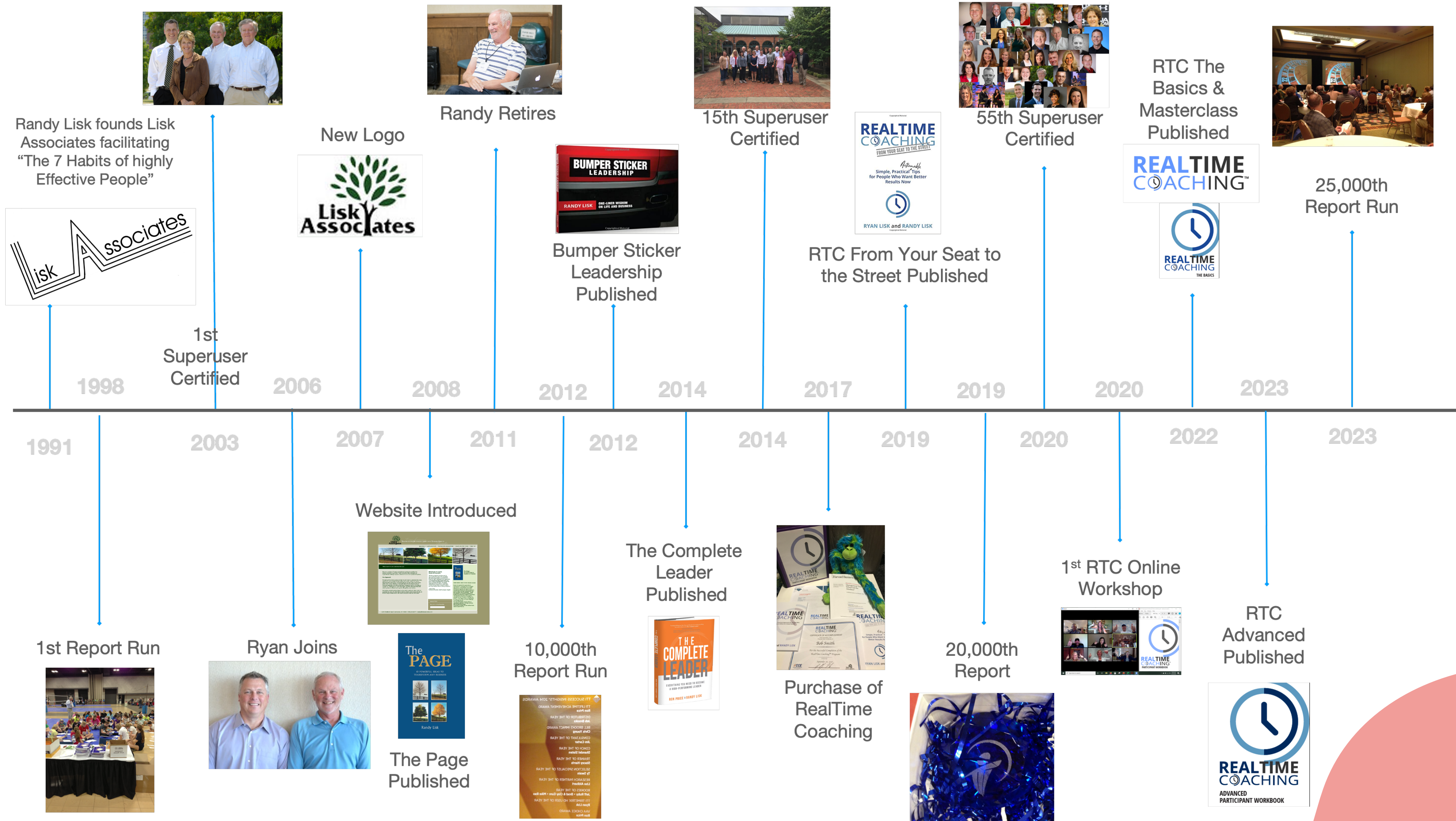
- Share your natural behavioral style/primary behaviors.
- Share your primary driving forces.
- Do you identify more with your primary behaviors or primary driving forces?
- What % of your results relies on other people?



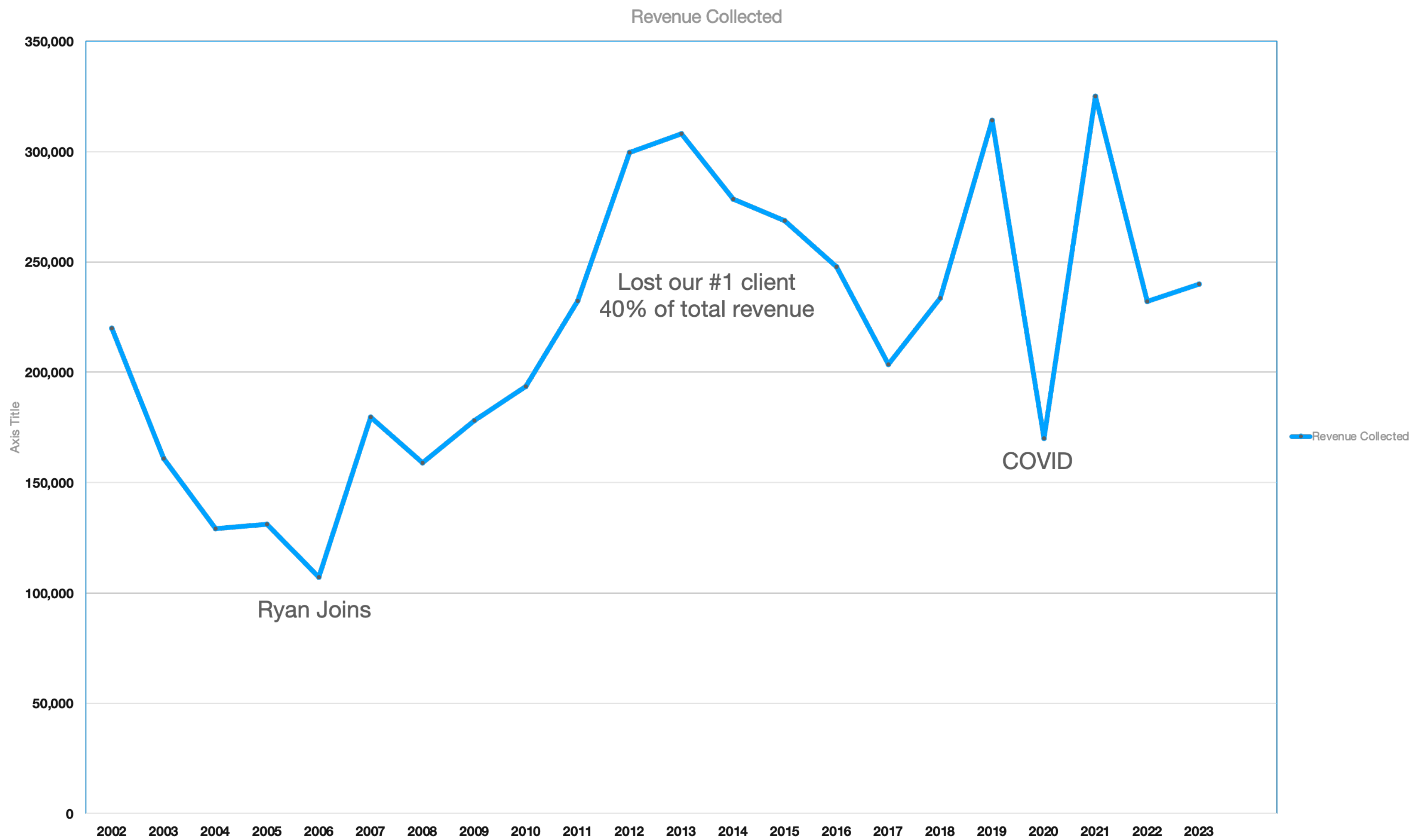
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“Life moves pretty fast. If you don't stop and look around once in a while, you could miss it.” –Ferris Bueller



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**One of your new clients is interested and asks for a sample TTI SI report, what do you do?**

**A vendor shows them a generic sample, a PARTNER shows them their own report.**





# Table Talk - What Do Your Clients Call the TTI SI Tools?

## Vendor

- HR Test
- Personality Test
- Color Wheel Thingy
- DISC

## Partner

- Talent Insights
- Personal Talent Report
- Trimetrix
- Lisk-DISC/Rynogram



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# Table Talk - What Did You Do?

TTI SI made the decision to begin charging \$5 for the comparison reports. What did you tell your clients?



**Vendors told their clients they have to start charging for comparison reports now.**

**PARTNERS didn't say anything to their clients**



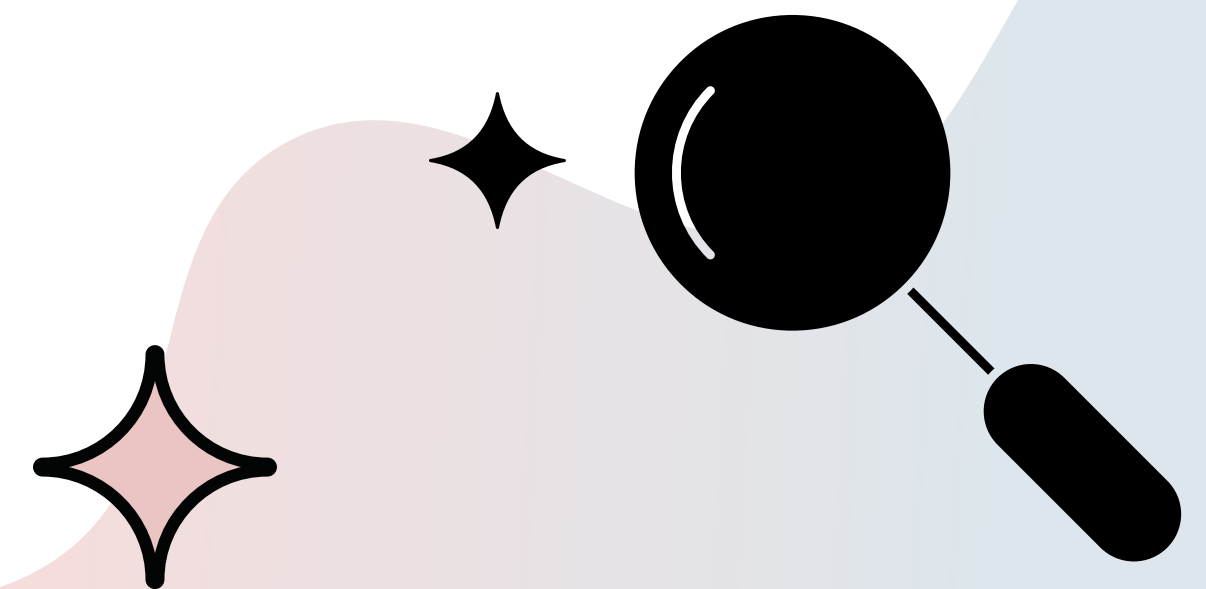


# Personal Thought Starters: Time to start identifying as a PARTNER

- How do you currently identify yourself in your business?
- How do you think your clients currently see you?
- How do you want to be seen by your clients?
- Is there a gap between what you are vs. what you want to be?



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# August 25, 2023

“Ryan, my boss wants me to call TTI SI and see if they will sell direct to us so we can get a better price.”


“I told him, I will call Ryan and see what ideas he has. Can you help me?”



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**A vendor does what they are asked to do**

**A PARTNER asks “what else” could we do?**

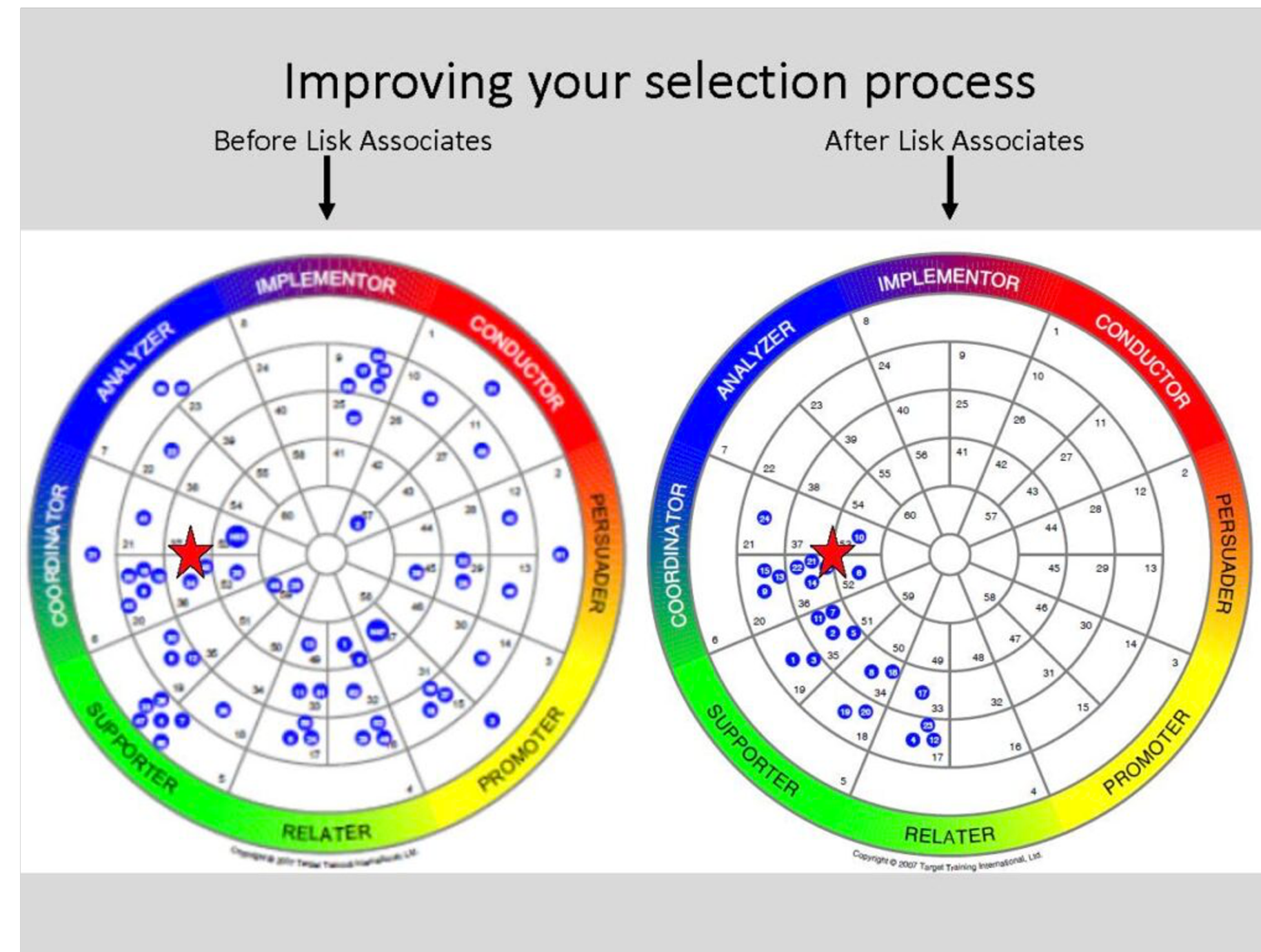


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When we were seen as a vendor our client asked us,

“Do you have a test that will predict if someone is going to show up to work?”



As a partner the same client asked us,

“Our turnover is down to 26%, could you help me with a retention program?”



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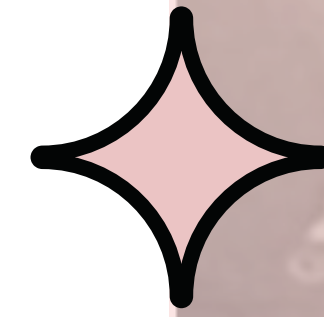


# What's Next - Client "Tells"

- Your client says, "The team really enjoyed your debrief today. Do you ever use these tests for hiring?"
- Our turnover is down and it appears these tests are working, can we use these reports for anything else?
- Pay attention to client "Tells"!!



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# Table Talk

- When you do good work, clients will ask “What’s Next?”
- When you think about an employee’s lifecycle, what else could you be offering?
- Quick Brainstorm: What are some “What’s Next” offerings you have offered/could offer clients?



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# What's Next: DIY vs. Hiring a Partner

- What criteria are you using to determine whether this is something you deliver yourself or involve a partner?
  - Determine your profit centers
  - Profit centers = DIY??
  - Diversity of “voice” in your client
  - Appear bigger than you really are
  - No need to reinvent the DISC Wheel



# What's Next: DIY vs. Hiring a Partner

Set your partner criteria first.

1. The partner doesn't compete with your business. **#1 Deal-Breaker**
2. The partner doesn't compete with TTI SI.
3. Your firm doesn't do it *or* doesn't have the bandwidth to deliver it, *or* doesn't want to deliver it, *or* the partner does it better than you (but not too much better).
4. The partner is easy to work with.
5. The partner's style fits with you and, more importantly, your clients.
6. The money is a win-win. Start with a back of the napkin revenue split.  
Seller = 25%, A/R = 25%, Delivery = 25%, Other = 25%
7. Does the partner offer a train-the-trainer?



## Example using **REALTIME COACHING™**

Your client says, “Great job on the de-briefing calls you have been doing with the leadership team, what else ya’ got we could use next year with them?”

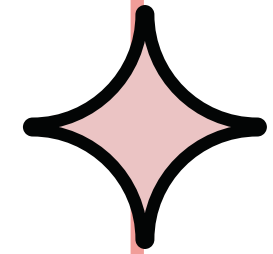
You say, “Got this great program called RealTime Coaching that I use a partner for”.

Does RealTime Coaching meet your partner criteria?

- Competes with what you already do?
- Competes with TTI?
- You don’t deliver it, or don’t have the bandwidth, or Lisk does it better?
- Easy to work with?
- Personality fit?
- Money a win-win? 10 Leaders for 2-day (14 hour) RTC Live at \$1,000 per person = \$10,000 Revenue. You get \$2000 for TriEQ reports, Lisk gets \$2000 for RTC materials, You get \$3,000 for selling/owning the account. Lisk gets \$3,000 for 2 days workshop facilitation. This is a 50-50% split for this project.
- Lisk offers train-the-trainer?



# Review



## Vendor to PARTNER

From your seat to  
the street  
assignment:

Complete personal  
thought-starters

## What's Next?

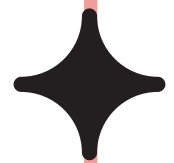
From your seat to  
the street  
assignment:

Create a list of  
“What's Next” ideas  
with your clients

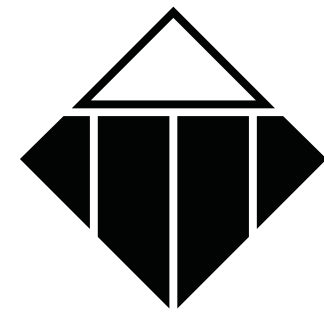
## Find PARTNERS

From your seat to  
the street  
assignment:

Make a list of people  
who bring value to  
your business as a  
potential partner and  
what do they do







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**Thank you!**