



product data sheet

Sales Talent Assessment

online sales talent assessment ← ...

Sales Talent Assessments – reliable, accurate, objective

At its best, selling today is a sophisticated, professional undertaking that requires high-level skills, behaviour and intelligence.

What's more, sales is not a generic, one-size-fits-all activity: in today's complex business world, there are numerous types of selling, engaging at distinct levels within the customer, in specific ways.

This makes it all the more vital that your sales operation employs the right person in the right role, in terms both of the way they engage with the market and how they are supported by your organisation.

Our range of Sales Talent Assessments enables you to do just that.

Sales Talent Assessments clearly and accurately identify who can actually deliver in a specific role today – and who has the potential to perform – along with a detailed development needs analysis to get them to that stage.

Currently, there are Sales Talent Assessments available across 16 specific sales roles – including management and leadership – with further roles being added on a regular basis. Roles available today range from Contact Centre Selling, through various levels of Internal Sales, Field Sales and Account Management up to Business Development Manager, Enterprise Channel Manager, Sales Manager and Sales Leader.



Sales Talent Assessments provides the objective data you need to make confident decisions about who to hire, who to retain, who to develop, and who to redeploy..

How they work

High-Performers and above-average salespeople bring competitive advantage to your sales organisation. A well-known McKinsey study suggests that sales High-Performers deliver 67 per cent more revenue each year than average performers.

Our highly accurate online Sales Talent Assessments are benchmarked against the profile of a global High-Performer for each role: this provides the objective data you need to make confident decisions about who to hire, who to retain, who to develop – and how – and who to redeploy.

Whether or not an individual will be a High-Performer in a specific sales role depends on five key factors. We call these the 'High Five':

1. **Behaviour** – an individual's behavioural preference determines their comfort in performing a specific sales role.
2. **Critical reasoning** – an individual's intelligence and ability to analyse data, evaluate evidence, question methods and reach meaningful conclusions.
3. **Motivators** – motivation drives an individual's desire to perform in a role; in turn, desire drives results.
4. **Skills** – functional skills determine how well an individual can perform a role.
5. **Cultural fit** – the extent to which an individual identifies with the style, values and culture of the employing organization and its customers.

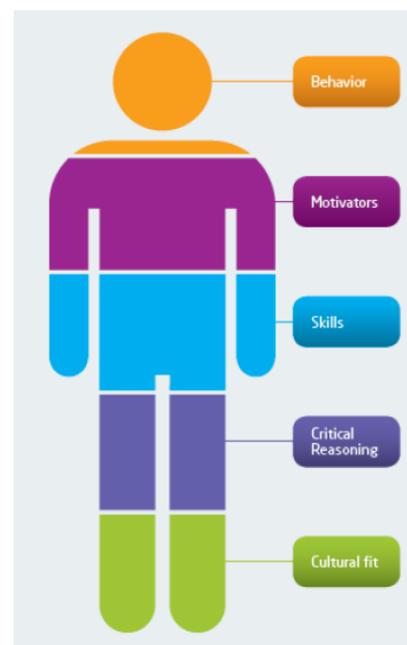


Figure 1 – The High Five

The Sales Talent Assessment accurately measures four of these factors in relation to the role the individual is being asked to perform. We leave it up to each employer to determine cultural fit, which by its nature varies from organisation to organisation.

Each Sales Talent Assessment report is generated by the candidate completing a number of online assessment modules: one or two are timed, while the remainder can be completed at the candidate's convenience. Once finalised, organisations can drill down into the assessment for deep insight into the individual's performance capability in comparison with the profile of a global High-Performer for that specific sales role.

In deploying Sales Talent Assessment, we were able to gain the advantages that we sought without taking our team out of the selling day.

Paul J Madeira, Director Sales and Marketing, Causeway Technologies Ltd

The assessment process generates two types of report: the Sales Talent Assessment report is designed to be read 'at a glance' with each competency included within the report of direct relevance to the role being assessed; the Sales Talent Assessment Detailed Skills report provides further detail concerning an individual's current skills.

The Sales Talent Assessment report provides a clear overview of whether an individual's behavioural competencies, critical reasoning, motivators and skills sit within the optimal range (see diagram 1), and highlights where the gaps are.

The Sales Talent Assessment skills report includes more detailed read-outs of the sub-skill elements (diagram 2) designed to help line managers or coaches identify critical paths for development.

Combining data from individual assessments makes available further insight and analysis at team and organisational level to managers and C-suite executives – see Sales Talent Dashboards and Sales Performance Dashboard.

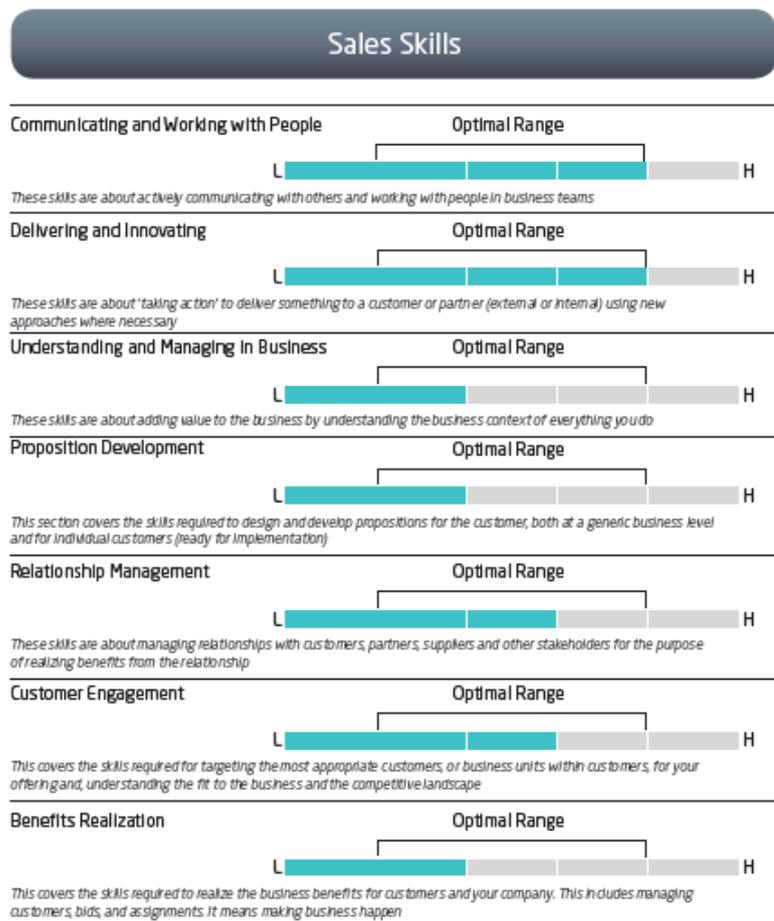


Diagram 1

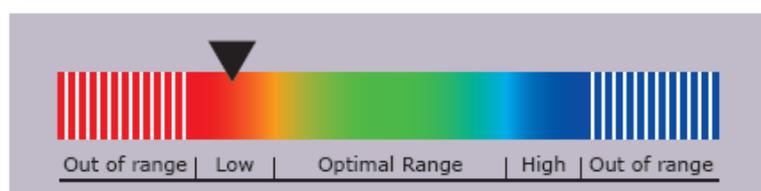


Diagram 2

Sales Talent Assessment can be used across the Sales Talent Management spectrum, including recruitment, development and corporate restructuring.

How our clients use Sales Talent Assessments

Sales Talent Assessments can be used across the Sales Talent Management spectrum, including recruitment, development and corporate restructuring:



- A small US company in the staffing industry ‘felt hopeless’ about finding the right salesperson. The owner had experienced high turnover for years and was ready to give up. As a final attempt, he interviewed a recommended candidate and was poised to make an offer based solely on a résumé, the interview and references. However, a last-minute Sales Talent Assessment raised many red flags. Instead, the recruiter decided to move someone from inside his office to the outside after conducting a further assessment process: she was flagged as an ideal match for the role and, following training, is now trending to hit the \$1million revenue mark, less than a year after her training.
- In order to take its next evolutionary step, a highly successful IT multinational assessed the training that would be required for each of its salespeople individually, and for the team as a whole, to make this transition work. This was achieved with the help of Sales Talent Assessment to carry out an objective and robust analysis of the capabilities of each salesperson, with their results mapped against a benchmark set of competencies for a global High-Performer in each specific sales role.
- A US division of a UK-based corporate initiated a substantial restructuring and transformation initiative which saw it move from a geographic- to a market-based business. This transformation was partly founded on improved talent management, led by the selection of appropriate new talent identified by the Sales Talent Assessment tool. All existing general managers, account managers, business development specialists and sales engineers also went through the Sales Talent Assessment process, while the assessment tool is also used for all prospective new hires at an appropriate stage. The programme not only substantially enhanced the organisation’s talent management processes but also dramatically boosted its ‘hiring brand’, positioning it as an organisation that is ‘going places’.

Sales Talent Assessments offer immediate insight into the current performance capability and growth potential of any individual in the specific sales role they're expected to perform.

What can Sales Talent Assessments do for me?

- Sales Talent Assessments enables Human Resources, Learning & Development and Sales Leaders to compare the capabilities and attributes of their current salespeople and potential new hires with the profile of a global High-Performer.
- A Sales Talent Assessment offers immediate insight into the current performance capability and growth potential of any individual in the specific sales role they're expected to perform, including sales management and leadership roles.

- The Sales Talent Assessments tells you at a glance whether an individual is a High-Performer, above-average or below-average for their role in terms of performance potential. High-Performers and above-average individuals increase the competitive advantage of your sales operation.



- Sales Talent Assessments enable you to:
 - Hire the right person for the role available, and so increase the competitive advantage of the sales organisation every time you hire.
 - Focus on retaining High-Performers and above-average individuals.
 - Understand what motivates each individual and factor this into your retention strategies.
 - Identify specific areas for development in individuals and focus development accordingly. The insight derived from each assessment enables individuals and employer to embark on a shared development journey with a clear understanding of their goals, their route, and their current position.
 - Help individuals progress more rapidly thanks to the in-depth development needs analysis built into each assessment, and ensure scarce development resources go further.

Sales Talent Assessments are conducted online and can be completed outside selling hours, in bite-size chunks at the convenience of the candidate.

- Flag up individuals with poor performance potential and those who are unlikely to benefit from further development with a view to redeployment from their existing role.
- Avoid making the wrong hiring decisions along with the wasted time and resources associated with such decisions.
- Widen the talent pool by hiring from outside the industry sector, confident in the knowledge that you are assessing the key factors that influence sales performance.



What makes Sales Talent Assessments different?

- Data inputs cover behaviour, critical reasoning, motivators and skills – the key talent-related factors in determining performance potential in every sales role.
- Although considerably less expensive, Sales Talent Assessments are second only to full-blown assessment centres in their predictive accuracy. This enables you to be confident in the assessment of your sales talent's performance potential in a sales role specific to your organisation.
- The assessment process requires no set-up or pre-design work.
- Sales Talent Assessments are conducted online and can be completed outside selling hours, in bite-size chunks at the convenience of the candidate, typically in less than three hours.
- Sales Talent Assessments are role specific, ensuring that you are able to identify the candidates who are right for exact the role required.
- Based around a global High-Performer benchmark for each sales role, Sales Talent Assessments identify High-Performers and above-average individuals.

Sales Talent Assessments are available in multiple languages to increase convenience and accuracy.

- Global benchmarks enable you to compare individuals from inside and outside the organisation, and across geographies, in an objective and consistent manner.
- Sales Talent Assessments are available in multiple languages to increase convenience and accuracy.
- Every Sales Talent Assessment generates a comprehensive development needs analysis for the candidate right 'out of the box'.
- Reports are objective, clear and easy to interpret: they do not require consultants to interpret them or specialist training to understand. However, we can help train your people to brief candidates and deliver feedback if required.

Sales Talent Dashboards are part of the Sales Performance Insight Suite. In order to understand more about how these powerful business tools can help enhance revenues and drive competitive advantage, please contact:

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Making sense of sales talent