



Total insight into your sales talent...

online sales talent assessment ← ...

...for C-suite executives, for
managers, and for individual
team members.



‘Critical thinking, analytical skills, and the ability to negotiate have become more important than an outgoing personality.’

Selling just got more sophisticated

Everybody understands that sales is changing... and changing fast. Selling is becoming more sophisticated as customers seek deeper understanding of their business issues and buyers demand genuine value.

A recent article in *Harvard Business Review* sums up the situation: ‘A great salesperson today can assess multiple customer needs and motivations, analyse and forecast market trends, use sophisticated automation tools, and develop value-driven solutions in partnership with clients. Critical thinking, analytical skills, and the ability to negotiate have become more important than an outgoing personality.’

Right person, right role

This new sophistication means that, more than ever, matching the *right* person to the *right* role is the key to successful performance and effective talent management in every sales organisation. Organisations need to hire, develop and retain sales talent with the potential to be successful in the exact role they are expected to fulfil on a daily basis. The scope of each role is, of course, driven in part by organisational culture; of more significance, however, are the expectations of the market and, specifically, the way in which customers wish to engage with your organisation.

This means that old-school psychometrics and simple personality tests are largely ineffective in terms of predicting an individual’s ability to perform in today’s sophisticated sales environment.

However, thanks to our uniquely accurate online assessment and analysis methodology, we are able to provide you with deep insight into the performance potential of your entire sales organisation, across one or more teams, right down to the individual level. Currently

*right people
in the
right roles*



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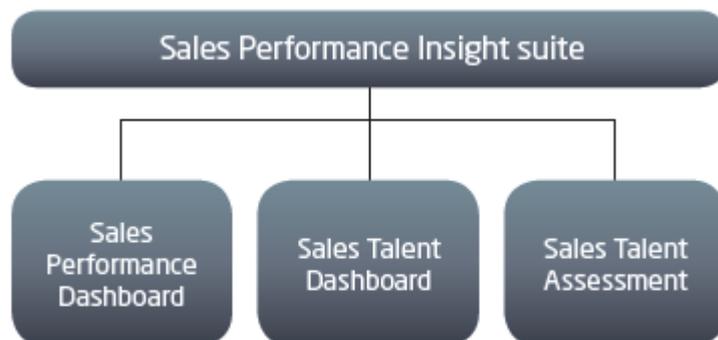
‘Our range of powerful diagnostic tools... is designed to add value at every level of the organisation.’

we are able to deliver this level of understanding in relation to 16 distinct sales roles – from Sales Leader to Key Account Manager and from Strategic Selling to Transactional Selling – with more roles being added on a regular basis.

Manage your sales talent with the Sales Performance Insight Suite

The range of powerful diagnostic tools that comprise SalesAssessment.com’s **Sales Performance Insight Suite** is designed to add value at every level of the organisation:

- by providing a strategic overview for the **C-suite executives** in the context of devising and implementing sales change programmes and driving sales performance;
- for **talent specialists** tasked with implementing such programmes; and
- at the **individual level**, by offering a detailed analysis of a salesperson’s behavioural characteristics, skills, critical reasoning and motivators in relation to their own day-to-day role.



The **Sales Performance Insight Suite** comprises:

1. **Sales Performance Dashboard** – an objective, high-level read-out offering unique insight into the main talent management issues across an entire sales organization, for Sales Leaders, the CEO and C-suite executives colleagues;
2. **Sales Talent Dashboard** – designed for talent managers and line managers, this dashboard provides a clear window into the capability of the sales organization at team level, including a comprehensive picture of where the gaps lie and how to address them; and

‘Quickly highlight who can actually deliver today and who has that potential, along with a complete development needs analysis to get them there.’

3. **Sales Talent Assessment** – a detailed but easy-to-interpret assessment of an individual’s performance potential in a specific sales role, it quickly highlights who can actually deliver today and who has that potential, along with a complete development needs analysis to get them there.



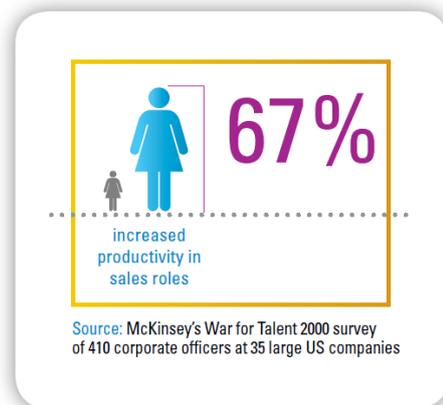
By delivering the full spectrum of sales talent information in a format tailored to today’s business environment, this powerful assessment and analysis suite enables talent professionals and commercial specialists to ‘speak a common language’. It equips businesses to make confident decisions about who to hire, develop and retain in order to boost revenue, maximise the profitability of the sales organisation and drive long-term, sustainable growth.

'The Sales Performance Insight Suite enables organisations to build a truly successful sales organisation, engineered around a high-performance ethos.'

Sales High-Performers

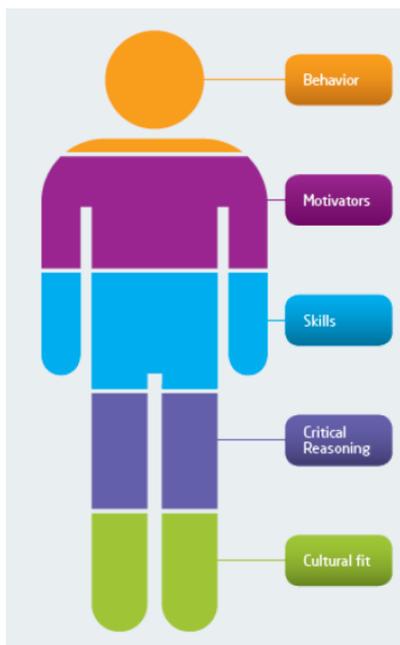
The **Sales Performance Insight Suite** enables organisations to build a truly successful sales organisation, engineered around a high-performance ethos: sales High-Performers deliver 67% more revenue a year every year compared with average performers, according to a well-known study by McKinsey & Co.

Our own data suggest the performance improvement attributed to High-Performers can, under certain circumstances, be even higher.



How it works

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'. These five factors are:



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

'The C-suite executives and other senior managers have the ability to gauge the overall effectiveness of any part of their sales operation...'



Assessment...

Our **Sales Talent Assessment** tool accurately measures four of these factors, while we leave it up to the individual employer to determine cultural fit, which by its nature varies from employer to employer.

Sales Talent Assessment verifies an individual's fit to the role in question, identifying their strengths and highlighting any gaps in behavioural competencies, critical reasoning and skills. Most importantly, all this information is actionable, thanks to the detailed individual development needs analysis provided with each assessment. *(See Sales Talent Assessment data sheet.)*

Strategy...

Clearly, information at the individual level can only go so far in relation to developing and implementing an effective sales talent management strategy.

By providing an instant read-out of where every individual sits in terms of their sales performance potential, the **Sales Performance Dashboard** gives the C-suite executives and other senior managers the ability to gauge the overall effectiveness of any part of their sales operation and its potential to develop towards a high-performance sales organisation. This sophisticated decision-making tool immediately reveals the number and percentage of individuals in a range of relevant talent pools, and points the way towards effective solutions involving hiring, development, retention or redeployment. *(See Sales Performance Dashboard data sheet.)*



Implementation...

While the **Sales Performance Dashboard** is the key to defining strategy, the **Sales Talent Dashboards** are the key to implementing it. **Sales Talent Dashboards** offer detailed analysis of your sales talent

'We provide a complete, accurate and deeply insightful picture of your sales talent – across the organisation – from the C-suite executive's overview to granular detail of an individual salesperson's performance potential.'

at the team level, enabling managers to see how a sales team's capabilities match up to those you would expect to find in a world-class team doing the same job.



They offer a clear route through to optimising the performance of the sales organisation by providing a detailed, person-by-person, team-by-team development needs analysis – highlighting where the gaps are and, just as importantly, how serious those gaps are. The **Sales Talent Dashboards** provide the capability to focus development precisely when and where it is needed, stretching that precious learning and development budget. Sales Talent

Dashboards provide this facility for groups of Sales Leaders, Sales Managers, and Sales Teams across the organisation. (See *Sales Talent Dashboards data sheet.*)



Making sense of sales talent

Clients already know that SalesAssessment.com delivers the most rigorous and comprehensive online sales talent assessments available.

What makes us different?

Clients already know that SalesAssessment.com delivers the most rigorous and comprehensive online sales talent assessments available. But we offer so much more than that...

- We provide a complete, accurate and deeply insightful picture of your sales talent – across the organisation – from the C-suite executive’s overview to granular detail of an individual salesperson’s performance potential.
- You’ll gain immediate understanding of the performance potential of individuals and teams, across divisions and geographies, and throughout the entire sales operation. Our High-Performer benchmark for each role enables you to compare individual talent or whole teams on a like-for-like basis.
- Our approach is built around our role-specific Sales Talent Assessments. These give you the confidence of knowing you have the capability to assess individuals for the exact role they are expected to fulfil, rather than a generic, one-size-fits-all sales role. As a consequence, our assessments go deeper and deliver levels of accuracy that other online tools are unable to emulate.
- Our assessments cover all levels of sales and sales management activity, including Sales Leadership, Sales Management and a comprehensive selection of entry-level and advanced selling roles.
- What’s more, our approach enables you to drive sales performance based around an understanding of the best there is, not simply the best available talent within the organisation. Because we use a global benchmark for each sales role, you are able to compare the performance potential of any part of your sales organisation with the wider sales talent pool, including your competition.
- All the information we provide is actionable, and has an immediate purpose. The insight we provide enables you to formulate the right sales performance strategy for your organisation and markets, and implement it at organisational, team and individual level.

... In short, the Sales Performance Insight Suite delivers the insight you need to hire, develop and retain the sales talent you need to build a high-performance sales organisation.

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