sales assessment .com

Total insight into your sales talent...

online sales talent assessment

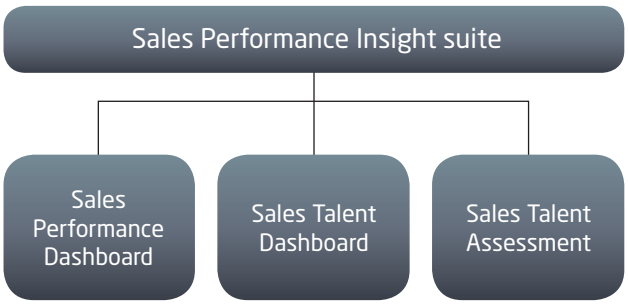
...for the C-suite, for managers, and for the individual employee.

'SalesAssessment.com offers a unique suite of assessment and analysis products that focuses on the sales organization at three different levels.'

Manage your sales talent with Sales Performance Insight

Matching the *right* people to the *right* roles is the key to successful talent management in any sales organization – along with the ability to identify individuals' precise development needs and an understanding of what motivates them to perform.

SalesAssessment.com offers a unique suite of assessment and analysis products that focuses on the sales organization at three different levels.



Called the **Sales Performance Insight suite**, these powerful diagnostic tools comprise:

1. **Sales Performance Dashboard** – an objective, high-level read-out of the main talent management issues in larger organizations for Sales Leaders, the CEO and C-suite colleagues;

2. **Sales Talent Dashboard** – a window into the capability of the sales organization at team level for managers; and

3. **Sales Talent Assessment** – a detailed but easy-to-interpret assessment at the level of the individual employee, highlighting who can actually deliver in a specific role today and who has the potential to deliver, along with a complete development needs analysis to get them to that stage.

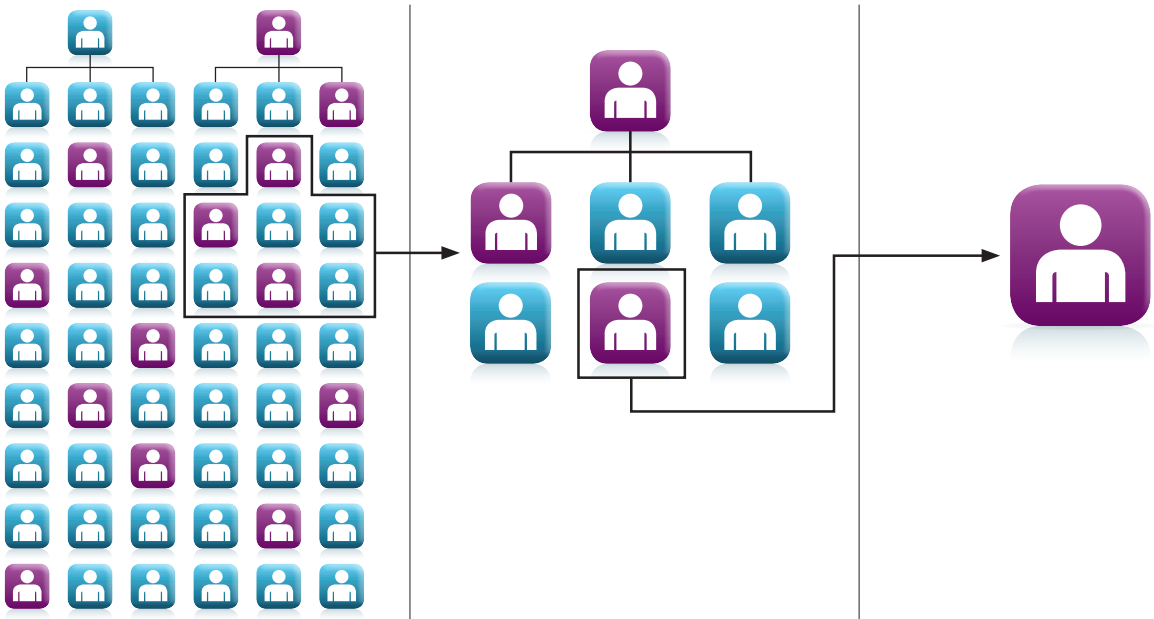
This powerful assessment and analysis suite combines to offer all levels of the business, precisely the information needed to hire, develop and retain people who will boost revenue, maximize the profitability of the sales organization and drive long-term, sustainable growth.

We call these people High-Performers. They deliver 67% more revenue a year than average performers, according to McKinsey & Co. Our own data suggest this performance gap is even wider.

right people
in the
right roles

'Zero in on your sales talent with the Sales Performance Insight suite: understand the actual performance potential across your entire sales organization.'

Gain unprecedented insight into the current and future performance of your sales talent



1. Sales Performance Dashboard

Provides Sales Leaders, the CEO and C-suite colleagues with an objective, high-level read-out of the main sales talent management issues across the sales organizations along with the necessary insight to formulate future strategy.

2. Sales Talent Dashboard suite

This window into the capability of the sales organization at team level enables managers to implement the C-suite strategy.

3. Sales Talent Assessment

Offers further granularity by enabling employers to drill down deeper into the performance capabilities and potential of individual employees in specific sales roles. It provides a detailed but easy-to-interpret assessment along with a complete development needs analysis for every individual.

Zero in on your sales talent with the **Sales Performance Insight suite**. Understand the actual performance potential across your entire sales organization with the Sales Performance Dashboard.... Focus down to team level with the Sales Talent Dashboard.... And drill down to individual sales talent with Sales Talent Assessment, for even greater granularity.

formulate future sales talent strategy

'Imagine having an instant snapshot of your entire sales organization, offering an objective, high-level read-out of performance potential against any given sales role. '

Sales Performance Dashboard

Imagine having an instant snapshot of your entire sales organization, offering an objective, high-level read-out of performance potential against any given sales role.

The new **Sales Performance Dashboard** gives C-suite executives just that, with its 'state of the nation' guide to:

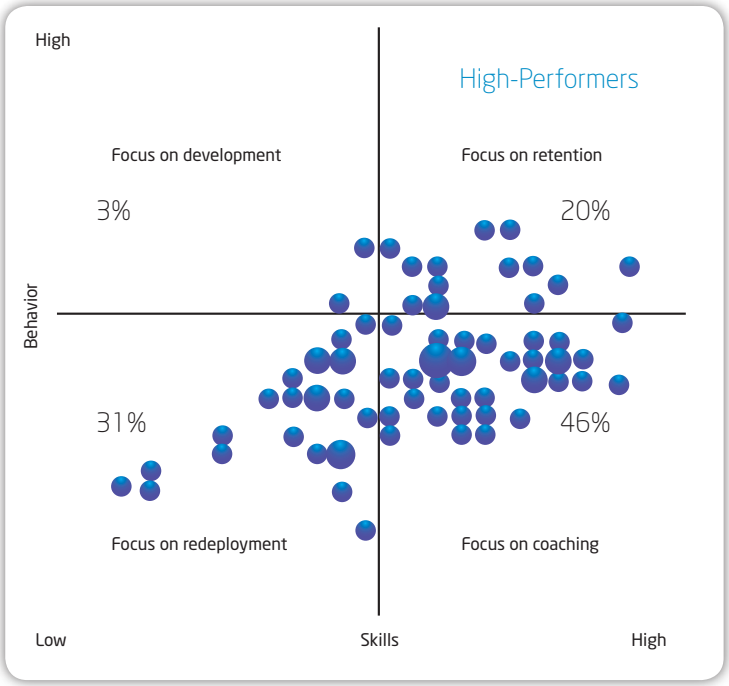
- the percentage of people operating at High-Performer level within the organization;
- the number of individuals in the wrong role; and
- the proportion employed with potential to achieve High-Performer status through appropriate development or coaching.

The Sales Performance Dashboard is built on assessment of individual talent within the sales organization. It works by plotting the performance characteristics of the sales organization in relation to each individual's skills set and behavioral attributes, and delivers this information in a format familiar to business leaders.

It offers executives a role-by-role overview across the sales organization, identifying the relevant issues affecting performance, along with insight into the scale and nature of any problems.

The Sales Performance Dashboard provides an at-a-glance guide to where the sales talent sits (in terms of skills and behavioral characteristics) within the organization. This invaluable high-level situation report easily translates into an overview of 'what to do next', as a precursor to formulating a sales performance improvement strategy for the business.

Sales Account Manager population



Sales High-Performers are usually defined as the top 20% of individuals within an organization in terms of the revenue they deliver. In a well-known study, McKinsey & Co reported that sales High-Performers produce 67% more annual revenue compared with average performers. However, we employ a more robust definition of a sales High-Performer, benchmarked against the top 20% of individuals within a sales role globally. Data from our clients suggest that the performance improvement they experience can be significantly greater.

‘It offers a clear route through to optimizing the performance of the sales organization by providing a detailed, person-by-person, team-by-team development needs analysis.’

Sales Talent Dashboard suite

Our Sales Talent Dashboard offers managers a window into the capability of their sales organization at the team level, highlighting those factors which will boost performance and retain top talent, while providing clear, actionable information to enhance individual development.

The Sales Talent Dashboard suite comprises:

- **Sales Team Dashboard** for a detailed analysis of your sales talent – showing their ability to win business, team-by-team, role-by-role.
- **Sales Manager Dashboard** for analysis of sales management capability across a large team or an entire sales organization.
- **Sales Leader Dashboard** for analysis of sales leadership talent across the largest organizations.

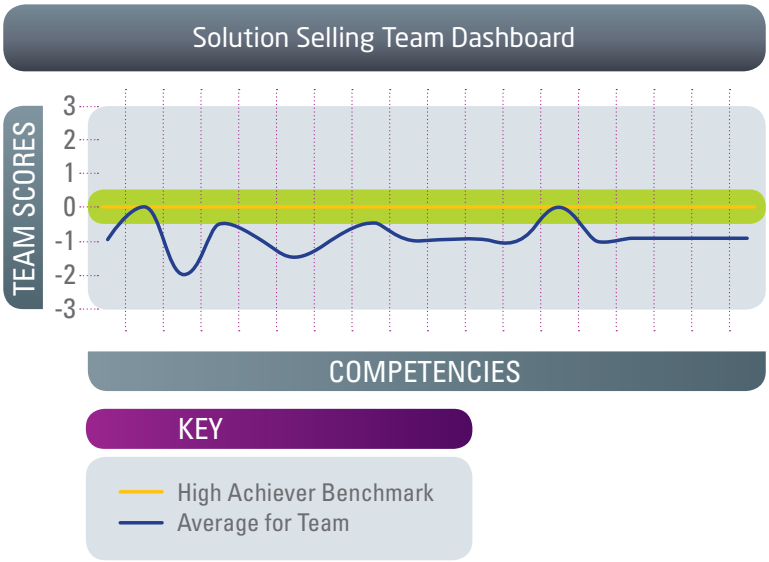
Sales Team Dashboard enables managers to see how a sales team’s capabilities match up to those you would expect to find in a world-class team doing the same job.

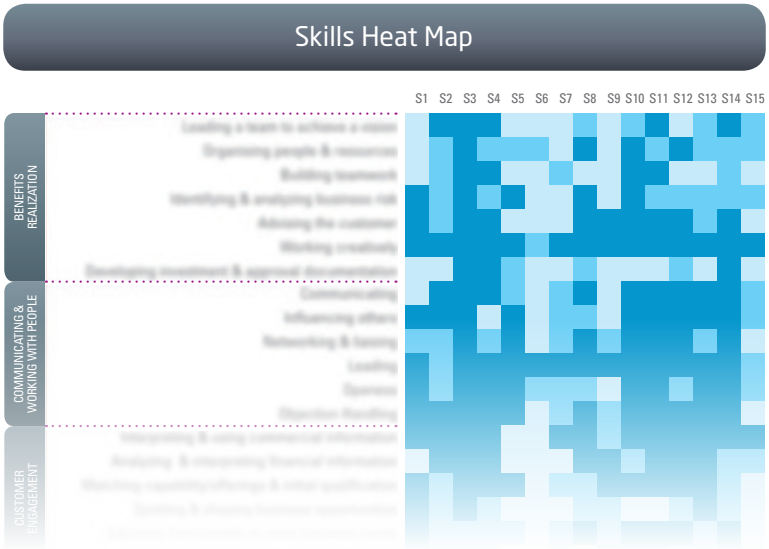
It offers a clear route through to optimizing the performance of the sales organization by providing a detailed, person-by-person, team-by-team development needs analysis – highlighting where the gaps are and, just as importantly, how big those gaps are.

The Sales Team Dashboard provides the capability to focus development precisely *when* and *where* it is needed, stretching that precious learning and development budget.

Sales Team Dashboard provides managers with a detailed but easy-to-interpret overview of performance capability and potential across a whole team, in terms of factors that drive performance: Behavioral Competencies, Critical Reasoning, Motivators and Skills. It shows at a glance how the team compares with the global High-Performer benchmark for that role (upper diagram), highlighting exactly where the competency gaps are.

‘Heat maps’ in the report provide further detail across the team. The Skills heat map illustrated (lower diagram) presents the data with team development needs (specific skills) shown horizontally and individual sales people’s development needs on the vertical. There are similar heat maps for Behavioral Competencies and Motivators.





'Designed especially to assess sales people's current performance capability and growth potential for specific selling, sales management and leadership roles.'

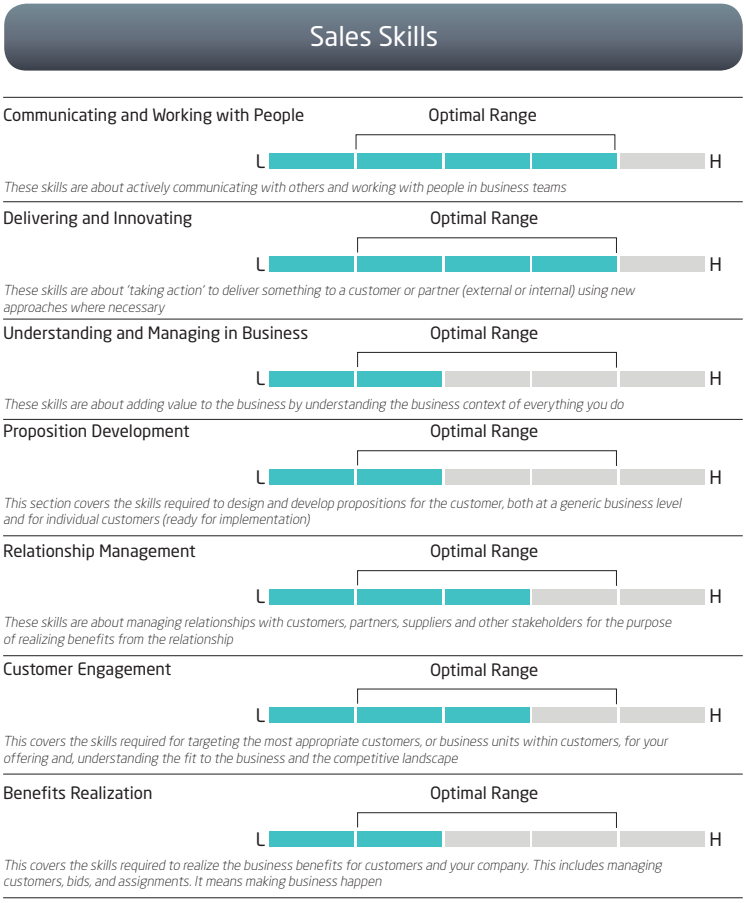
Sales Talent Assessment

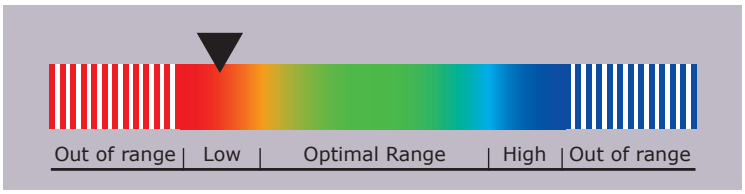
At the heart of our suite of assessment and analysis tools lies the **Sales Talent Assessment**.

Designed especially to assess sales people's current performance capability and growth potential for specific selling, sales management and leadership roles, Sales Talent Assessment is a robust and accurate on-line assessment environment. It enables Human Resources, Learning & Development and Sales Leaders to compare the capabilities and attributes of their current sales people and potential new hires with the profile of a global High-Performer.

Sales Talent Assessment:

- Identifies clearly and accurately who can actually deliver in a specific role today – and who has the potential to deliver – along with a detailed development needs analysis to get them to that stage.
- Delivers a detailed development needs analysis for each individual right 'out of the box'.
- Provides levels of accuracy and detail comparable with those available from a full-scale assessment center, yet can be completed online by sales people outside peak selling time, in bite-sized chunks, with the whole process typically taking less than three hours in total.
- Requires no set-up, no pre-design work, and no consultants to interpret the results – however, we can help train your people to brief candidates and deliver feedback if required.





Organizations can drill down into individual assessments for a highly detailed insight into the performance capability of individual sales talent in comparison with the profile of a global High-Performer in a specific sales role. The Sales Talent Assessment report clearly indicates whether an individual's Critical Reasoning, Behavioral Competencies and Skills sit within the optimal range (upper diagram) and highlights where the gaps are. The more detailed Sales Talent Assessment skills report includes more detailed read-outs (lower diagram) designed to help line managers or coaches identify critical paths for development.

'Each Sales Talent Assessment Report is generated by the candidate completing a number of online assessment modules. '

How it works

There are essentially five key factors that determine an individual's suitability for and performance in any specific sales role – we call these the 'High Five'.

These five factors are:

1. **Behavior** – an individual's behavioral 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 analyze 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 organization and its customers.

Sales Talent Assessment 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.

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. The assessments vary by type and level, according to the role being reviewed: they assess candidates' critical reasoning, behavior, motivation and skills in relation to the attributes of a High-Performer in the specific role they're being asked to perform.

Combining data from individual assessments enables us to provide valuable overviews at team and organizational level for use by managers and the C-suite – see Sales Performance Dashboard and Sales Talent Dashboard.

Available reports

The assessment process generates two types of report:

- The **Sales Talent Assessment report** is designed to be read 'at a glance' with each competency in the report being relevant to the role being assessed. It offers an overview of the candidate's performance across the four assessment areas for a specific role – critical reasoning, behavior, motivation and skills.
- The **Sales Talent Assessment skills report** offers a more detailed read-out of an individual's current skills. Delivered as a highly detailed skills analysis designed to be read by managers, it sets out the findings using SalesAssessment.com's clear, logical presentation.

We currently have 16 different sales role definitions available as part of our assessment offering, ranging 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.

A more detailed explanation of the assessment process is available on our web site.

an accurate measure of your sales talent

'We provide a portfolio of services to maximize the benefits clients obtain from Sales Talent Assessment.'

Services and consultancy

SalesAssessment.com's online assessment and analysis products are easy to deploy and interpret. However, clients only derive full value from the process when they feel able to provide appropriate post-assessment feedback to individuals and then put in place suitable initiatives to maximize development opportunities and drive any necessary organizational change.

Training

To avoid any possible conflict of interest, we specifically do not offer sales training: this ensures our clients can be totally confident about the objectivity of our assessments. However, we are able to provide a portfolio of helpful training and support services designed to maximize the benefits clients obtain from our Sales Talent Assessment tool and its associated Dashboards. These solutions provide the insight, support and training you need to make the most of SalesAssessment.com's ground-breaking approach to sales talent management.

Available in 1, 2 or 3-day packages, our training focuses on understanding the scope of the Sales Talent Assessment report and the process of providing appropriate post-assessment feedback to individuals.* Particularly in sales, this may be a new experience for many managers.

Feedback support

Not all organizations are comfortable with or can find the time for providing feedback to colleagues or potential new hires. Occasionally, managers are not available to conduct the feedback process within an appropriate time scale. Sometimes the necessary feedback is particularly sensitive or complex, especially when the person being assessed is in a very senior role.

*Please note that we are acutely aware of the sensitivities and confidential nature of the data involved in the assessment and feedback process. Appropriate training protocols ensure that live data is only shared with those directly involved in a specific assessment and feedback assignment.

solutions
for sales leaders

‘Our experienced consultants can offer expert advice on how to realign the sales organization around the sales roles that will actually deliver maximum benefit.’

Under these circumstances clients can engage us to support the feedback process or provide it on their behalf. As external consultants, we bring a totally independent and objective perspective.

Consultancy

Sales Talent Assessment and its associated dashboard suite are extremely powerful tools, enabling clients to transform the performance and return from their sales organization. However, assessment is only the start of the journey towards optimizing and aligning the sales organization for evolving market conditions.

To help clients capitalize on their investment in the assessment process, our experienced consultants can offer expert advice on how to realign the sales organization around the sales roles that will actually deliver maximum benefit.

For instance, we can help you:

- understand whether your people are best suited to their current sales roles or to different ones;
- decide whether your organization would benefit from introducing different sales roles to drive increased revenue; and
- by providing detailed support around re-structuring and re-aligning the sales organization, including development needs analysis and assistance for clients in building their own individual and team development plans.

a powerful suite of sales talent assessment tools

'Sales Talent Assessment and its associated dashboard suite are extremely powerful tools, enabling clients to transform the performance and return from their sales organization.'

What makes us different?

SalesAssessment.com goes way beyond traditional assessments.

Our unique approach to assessment methodology ensures our products are robust, powerful and accurate. Sales Talent Assessment is different because it is:

- **externally benchmarked**, enabling clients to compare candidates with a global population of High-Performers – not simply the best in the organization;
- **role-specific**, so clients can benchmark individuals against the specific sales roles relevant to their organization – not just a generic, one-size-fits-all role; and
- **highly predictive** – our assessments go deeper and deliver levels of accuracy that other online tools are unable to emulate.

High-Performers deliver 67% more revenue a year than average performers, according to McKinsey & Co.

total insight into your sales talent

'SalesAssessment.com's online assessment and analysis products are easy to deploy and interpret.'

here's what our clients say

"The Sales Talent Assessment High Performer benchmark really does work – when a candidate's Sales Talent Assessment results indicate that they are a High Performer – then their revenue performance fully backs that up. We now use Sales Talent Assessment throughout QlikTech Europe for development – to ensure our budget is spent on the areas that generate most return – and for recruitment, to ensure that every new hire raises the performance bar for the sales force as a whole."

Anna Kjellberg, VP Global HR and People Dev, QlikTech

"The reports have enabled the management team to address the developmental needs of each member of the team individually and assist them in maximizing their sales potential."

Karen Botma, National Sales Manager, OmniMed (Pty) Ltd

'When we're hiring, SalesAssessment.com helps us understand the performance potential of each of our new agents. Thanks to the integrated competency framework provided as part of the online Sales Talent Assessment product and the detailed development needs analysis delivered by the assessment, we have an individual development plan for each new team member as soon as they come onboard. The assessment identifies all the relevant skills and competency gaps, enabling us to focus development budget accurately on those individuals and areas that will actually improve sales performance.'

Fran Shaw, CEO, Miller's Insurance Agency Inc

online sales talent assessment

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