



Helping Organizations Define and Develop Top Talent

## Your Business is in the Hands of Your Sales Team

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- ▶ Can they sell?
- ▶ Do they understand the sales process?
- ▶ Are they treating each sales situation the way top salespeople do?

We hope you could answer yes to all three questions above. If not, your sales personnel are leaving *your* money on the table.

Before your company goes out and spends precious training dollars on the same old sales training, you may want to benchmark their current sales skills and thinking process. Why train on “closings and overcoming objections” if the real issues are in “prospecting and influencing”?

Today with the web and interactive computerized training, your organization can compare your sales force with the current top performers through a software report that identifies seven key areas where salespersons are strong and/or weak. These seven areas to measure are:

- Prospecting
- First Impressions
- Qualifying

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- Demonstrating
- Influencing
- Close
- General

The Sales Strategy Index assesses how well they understand what to do and what not to do from 54 different “real life” sales situations. Each situation was developed and validated by sales professionals to reflect real sales strategies used by todays outside sales forces. Some of the benefits to your company will be:

- Simplifies sales training
- Allows managing and coaching to be focused on the areas that produce results
- Builds confidence
- Identifies the sales strategy knowledge areas that are needed to sell a specific product/service in a given market
- Identifies new sales applicants’ strengths and weaknesses
- Identifies specific training or management needs of a salesperson or force

In today’s competitive market, make sure your sales team has the skills they need to achieve the results you want.

For more information on sales skill training and assessments, please feel free to contact us.

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