



## Companies Use Sales Testing to Maintain Qualified, Highly Effective Sales Teams

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Sales testing is the key to building, developing and retaining sales teams that maximize sales and profits. Sales testing is a process that gives companies the information they need to build and maintain a sales force that possesses the combination of professional skills, experience and personal attributes to effectively represent their employer, and its products and services, and achieve top sales results. Companies call on the sales testing expertise of Growth Dynamics to make certain they maintain a sales team that has this winning combination of qualifications so they can enjoy a lasting, competitive advantage in the marketplace.

Sales testing provides companies a comprehensive inventory of their sales teams' strengths and weaknesses as a whole and individually. From these results, companies can develop and implement training for sales team members who may have the personality and drive necessary for sales but need to hone specific skills to maximize their sales potential. These sales testing results are shared individually with team members to help them become more self-aware of their capabilities and to encourage them to participate in company-provided training and coaching for the purpose of improving their sales skills and assuring their future with the company.

In other cases, however, sales testing can help companies identify those team members who are not gifted for a career in sales and for whom additional training is not likely to be helpful.

Sales testing conducted by Growth Dynamics may also reveal opportunities to reorganize a sales team for improved sales volume or to improve incentives to better motivate its salespeople.

Through the sales testing process Growth Dynamics develops a profile of the ideal salesperson for a company--characteristics that will help assure a candidate's success with the company, including professional credentials and experience, motivation and personality. The company can use this profile to guide its recruiting, screening, interviewing and final selection processes to make sure it hires only sales professionals who are a good, productive fit.

In the end, sales testing provided by Growth Dynamics helps companies in a wide variety of industries develop and retain sales teams that have the specific qualifications for sales success in their markets.