



How to Know If You Have the Right People to Maximize Sales Team Performance

To know if you have the right people on your sales team to maximize sales team performance, you need a clear picture of the qualities and skills required to meet your sales objectives. Growth Dynamics has developed tools that can help you develop this clear picture, which will guide you in attracting, interviewing and hiring sales candidates that are the perfect match for your company and the customers you market to. These tools will help you hire the right people to maximize sales team performance.

And when you are able to hire sales professionals who are the right fit for your company, it's more than likely your company is the right fit for them—leading to a long, mutually successful relationship and reducing staff turnover. While your company reaches sales, revenue and profit goals, they enjoy professional fulfillment and the motivation to continue achieving peak performance.

Growth Dynamics offers the GDI Sales Dynamics Assessment[®]. What sets this apart from other assessment tools is that it serves two functions: first, as a guide to help you select qualified candidates, and second, as a developmental assessment tool that helps your sales people as much as it does your company. The GDI Sales Dynamics Assessment helps promote sales team development, which leads to higher levels of satisfaction, retention and maximum sales team performance.

By using this assessment you will find people who are the ideal fit for your business, with the skills, sales behavior and characteristics that will represent your company effectively with your valued customers. The assessment will help you define what motivates and drives the ideal candidates to optimal, consistent performance. This will enable you to retain them and your customers for the long run.

Growth Dynamics also has assessment tools, the GDI Sales Team Analysis[®] and SalesMAX[®] survey that will help you gauge your existing sales team's skills, attributes and behaviors and help you learn what motivates them. What you learn from these assessments will help you design training programs that target the exact skills needed to maximize sales team performance and the long-term success of your company.