



Importance of Sales Force Assessments

Identifying and retaining top sales performers is important in today's market. In order to empower your sales team to reach its maximum potential, you must first define the characteristics of a top performer in the organization. This important first step will attract the right sales people who fit within your organization. Having a sales team with rapid employee turnover can be challenging. One approach is to identify the metrics of top performance so that you know what attributes and skills you are looking for in potential new hires. Having this knowledge is part of the sales force assessment process that can help your organization attract and identify these people. Growth Dynamics' Benchmark methodology creates a profile that identifies the employee behaviors and experience that are necessary for growth and success within the company. Conventional testing firms give generic employee assessments and deliver unsatisfactory results. Growth Dynamics, on the other hand, knows that your organization is unique. The "right" employee will be the one that fits into your organization's culture.

The Benchmark methodology is an eight-step process that begins with identifying top performance for the role of sales in your company. From this, we create a job description based on the role analysis for performance. Next is targeted recruitment and pre-screen interviews. After this first round of interviews, Growth Dynamics steps in and does a sales force assessment to evaluate the skills, sales characteristics and attributes of the candidates. After this evaluation comes a targeted interview for potential employees followed by final interviews and hiring.

This process provides your organization with a report that identifies key attributes of a top performer. The results are formatted in a simple presentation style and assist your organization with selecting and developing the proper and most effective sales team for today and the future.

The Benchmark process includes many features that may benefit your organization's sales effectiveness. It easily creates a report of primary and secondary job responsibilities for a certain career. It provides helpful tips about how to attract top performers to your organization. It suggests incentive models to encourage sales performance and increase leads. Finally, the Benchmark program gives guidance about what questions to ask and traits to look for in all job interviews.

This process of effective sales force assessments and analysis creates an easy-to-use process that is designed to assist your organization with identifying the "right" employees and keeping them with your organization.