



## Sales Analysis & Testing Promotes Effective Sales Force Management

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A significant component of a company's sales analysis is a careful examination of the sales team's performance as a group and as individuals.

Right off the top, the sales analysis will reveal the most prolific performers of the team, but the analysis needs to drive deeper to look at the characteristics of each member of the sales force and to identify the qualities that the top performers have in common.

Performed in this way, the sales analysis will help the company develop a profile of what it takes to be a successful sales team member. This profile will help the company develop a full-cycle approach to improving its sales by building and retaining a team that is uniquely qualified to represent the company brand and achieve sales goals.

The cycle begins with defining the profile of characteristics that contribute to a sales team member's success for the company. This profile includes the type of experience and training that contribute to superior performance, as well as behavior and personality traits and the types of motivation that drive a salesperson.

The next step of the cycle is development of a job description that accurately describes the necessary characteristics. This keeps to a minimum the number of unqualified people who respond.

Step three is development of a plan for targeted recruitment, which defines advertising channels for a sales position to further assure that the advertising message reaches the most qualified pool of candidates.

Once candidates begin responding to a job posting, the next critical step of the cycle is creating a pre-screening interview that asks the right questions to narrow the pool of candidates. This is followed by developing a process for in-person interviews and screening and assessing finalists.

Finally, the sales analysis helps the company create training programs to provide existing staff members the skills necessary to succeed on the sales team. In addition, incentives and leadership development programs can be developed to reward, challenge and retain talented salespeople.

The entire process, developed through the sales analysis, is built on the concept that salespeople who are a good fit for a company will stay longer and contribute to its success.