



Sales Assessments Lead to Improved Sales Team Performance

Sales assessments conducted by qualified sales team performance consultants equip businesses to improve the efficiency and effectiveness of their sales operations.

A key component of sales assessments is determining the qualifications sales team members need to bring to the job to effectively represent the company and its products and to effectively connect with the customers who are essential to the company's success and growth.

A sales assessment can take this a step further and analyze the current sales team members, that is, to determine each individual's strengths and limitations. What qualifications or characteristics do each possess that make the person ideally suited to being a top performer for the company and helping to fulfill sales objectives? And what essential qualities are team members weak in or lacking?

From there, the consultant can recommend corrective actions. These could include restructuring the sales organization and leadership or providing training to broaden or strengthen the sales teams' capabilities to facilitate top sales team performance.

The findings of the sales assessment also can be used to direct recruitment and hiring of new sales team members. The listing of qualities determined essential to the company's sales team will be used as a measure in pre-screening and interviewing candidates to eliminate those who lack the necessary attributes, skills and experience for the role.

Ultimately, a sales assessment will enable a company to build an effective, successful sales team. This process also will be advantageous to the sales team members. When the company goes to great lengths to hire only individuals who are an excellent fit for the company, the company and job opportunity will in turn be an excellent fit for the sales person. As a result, sales team members will perform better, be more satisfied with the company and their work and will stay with the company longer as valued employees—increasing performance and productivity and lower turnover costs.

A sales assessment also will help a company determine the compensation and incentives necessary to attract and retain top performing sales team members who will contribute to increased sales and satisfied customers who will stay loyal to the company and its products.