



## Sales Assessments Measure the Effectiveness of Sales Teams

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In today's economy, companies are challenged more than ever to compete for customers—first to attract them and then to retain them. This requires excellent services and products. But more important than ever to a company's success is maintaining a talented, motivated team of salespeople who can convince customers that the company, products and services they represent are worth the investment.

Does your company have the skilled and talented team necessary to drive your sales to top potential? Carefully planned and executed sales assessments can help you determine this.

Sales assessments can help you determine if your salespeople possess the necessary skills, talent, motivation and personal attributes to effectively engage your potential customers and convince them to buy your products and services.

Does your sales team effectively represent your brand and instill confidence in it when interacting with potential customers? Sales assessments can analyze this, too.

The results of sales assessments can serve as a guide to help your company make the necessary changes to develop a top-performing sales team, which will serve as the engine for increased sales, income and profits.

A leading provider of sales assessments, Growth Dynamics has developed a highly effective tool for providing the foundation for creating top-performing sales teams. Growth Dynamics' GDI Benchmark® helps companies define the attributes sales team members must possess to help their employer reach and exceed sales goals, increase market share and achieve long-term growth.

The GDI Benchmark helps companies create a profile of the ideal salesperson for the company. Growth Dynamics knows that not all talented salespeople will be successful at every company. The culture, brand and products and services of any given company require a different set of skills and personal attributes to assure a salesperson success.

Sales assessments provided through the GDI Benchmark enable companies to define a profile of the professional qualifications and personal attributes that will contribute to a sales team member's performance.

The resulting profile serves the company as a template when recruiting, screening, interviewing and selecting new sales team members and evaluating existing sales team members—all in an effort to develop the most effective sales team possible.