



Sales Testing Helps Companies Determine Qualifications

The profession of sales is not a one-size-fits-all occupation. Different sales positions—with different companies that have different corporate cultures and different products—call on unique professional qualifications and personal attributes to assure job satisfaction and successful sales performance. Moving one high-performing salesperson from one company to another does not guarantee success. Each company and sales positions within it have their own dynamics that call on specific personalities, skills and experience.

So how does a company make certain that it hires salespeople who are specifically qualified to help it achieve top sales results – particularly when having to choose from a field of sales professionals who know how to present themselves well in an interview?

Sales testing will result in a profile of the skills, experience, capabilities and personality characteristics that contribute to the top performers' success. It also helps define what motivates successful salespeople to perform well. This profile will guide the company in recruiting and selecting new team members that possess skills and attributes that will make them a good fit for the company—to help assure their job satisfaction and reduce sales team turnover.

Results of sales testing also help members of the sales team become more aware of their own strengths and weaknesses. This can help motivate them to accept coaching and participate in training provided by their employer in an effort to close skill gaps identified in the sales testing process.

Overall, sales testing helps companies assess the effectiveness of their sales organization and where they stand competitively in their industry and marketplace. Most important, sales testing enables companies to build and maintain a sales force that is prepared and qualified to operate and adjust effectively to changing market conditions and customer needs.

If you are a looking for world-class leadership solutions to support selection, performance and retention of a top performing sales team, or you desire to increase your company's sales by optimizing customer retention, call us at (877)434-2677 to find out how Growth Dynamic can help.