



Sales Assessments Help Companies Refocus and Boost Performance

Well-designed, focused sales assessments help companies improve the effectiveness of their sales team and elevate their overall sales performance.

Sales assessments can help determine whether a company has the most qualified and most appropriate sales team in place to achieve its established sales goals and to maintain lasting relationships with customers for long-term viability and growth. More specifically, sales assessments can help companies identify opportunities for improvement of sales team performance and strategies the company needs to pursue to overcome identified weaknesses. Such strategies may include developing training programs to improve the team's skills and restructuring incentives to effectively motivate the team, to drive sales and promote retention of top-performing sales team members.

Sales assessments also help companies:

- Measure their existing sales force, practices and performance against best practices standards in their market and industry
- Identify sales team members who, even though they may be qualified, experienced salespeople, may not be the right fit to represent the company and its products and effectively serve its customers
- Develop training to enhance current sales team members' skills and performance levels
- Develop a profile of the ideal sales team member that defines behaviors, skills and other characteristics required to achieve top sales performance for the company. This profile will guide the company's recruitment and hiring efforts to find the most appropriate people for the sales team.

Developing a profile for the ideal sales team member enables companies to hire the best qualified people who are the best fit for the company. This will promote long-term retention of sales staff and reduce employment and training costs.

Sales assessments also can provide companies with a detailed analysis of markets, competition, as well as compensation and incentive packages necessary to attract and retain qualified salespeople in the current job market and in their industry.

And by hiring the right people who represent them and their brand well, companies are in a better position to maintain long-term, successful relationships with their customers, achieve sales, revenue and profit goals and assure their long-term success and growth.