



Sales Assessments Help Make the Right Fit

Sales are sales, right? Not necessarily.

Just because a sales person is successful selling the products of one company doesn't mean he or she will succeed at another company. Each company and product line has its unique qualities and requirements, calling for different behavioral traits, skills, training and experience on the part of the sales person.

This is one reason why carefully designed and executed sales assessments conducted by experienced sales assessment consultants such as Growth Dynamics are so essential to helping companies enhance the effectiveness and success of their sales teams.

It is critical to the performance and growth of a company to develop and retain a sales team of professionals who possess the attributes and qualifications necessary to effectively represent their employer and the products they market.

A sales assessment can help companies define the attributes necessary for their sales people to fit well and succeed in their role. When a sales person has the right fit with a company, he or she is more satisfied and is more likely to stay with the company and contribute to its success over a longer period of time.

When a company knows the characteristics necessary for a member of its sales team, its recruitment and hiring processes will run more efficiently and cost effectively.

Effective sales assessments, conducted by a qualified sales performance consultant, can pay large dividends for a company in terms of recruiting sales people who are excellent fits for the company. When a sales professional finds the right fit with a company that offers a good mix of motivational incentives and compensation and personal satisfaction, turnover and human resources costs are reduced.

More of the company's attention then can be directed to supporting existing staff and enabling the sales team to grow personally and professionally and contribute to continue growth in sales and market share.

A sales assessment can help a company determine if any weaknesses or limitations exist in the sales team that can be addressed through targeted training, organizational changes or modifications to compensation and incentive programs that will better motivate the sales team.