



SANDLER TRAINING®

The Sales Team Assessment

Finding innovative

learning solutions

for our clients —

this is the Sandler®

difference.

Capturing the individual potential that powers the engine of sales

Business owners and CEOs consistently name the sales channel as the #1 concern that keeps them up at night. The better you understand the individual strengths and weaknesses of your team members, the better each person can be trained to deliver the top-performer results your organization demands. Consider your sales process:

- 1) Do my sales people and managers understand the sales plan objectives necessary to achieve company revenue goals?
- 2) Does my sales channel have a common sales methodology consistent with how we go to market?
- 3) Do my sales people and managers share the same understanding of the key performance indicators critical to plan success?
- 4) Have I identified the skill sets necessary to be a top performing sales person in my organization?
- 5) Do I have a process to identify skill set gaps in my sales channel and a training plan to address them?

If any of these questions resonate with you, the Sandler Sales Team Assessment may be of interest as a tool to help you resolve your issues. The Assessment is a sophisticated and thorough review that provides a deep-dive look at the way your sales team works. It examines your management strategies and pinpoints areas for customized training. Also, by helping you to capture the traits and behaviors of your team's strongest individuals, it gives you a blueprint by which to recruit additional salespeople that complement those strengths.

How It Works

- › **The online survey tool takes individuals through a series of 36 topics regarding sales activities** and asks the participant to rate both the importance of the activity as well as his or her effectiveness in performing it.

› For team members, the questions focus on selling skills. For instance, one question asks the participants about using a defined documented process to develop selling opportunities. The response is two part:

- On a scale of 1 – 5, how IMPORTANT is this skill to MY INDIVIDUAL success?
- On a scale of 1 – 5, how EFFECTIVE am I at this skill?

› Sales managers participate in the same online survey; however, they respond to the 36 topics from a management perspective. For instance, the manager’s question asks about a well-defined selling methodology from which your sales people define and describe opportunities as they are developed. The manager’s response is also two part:

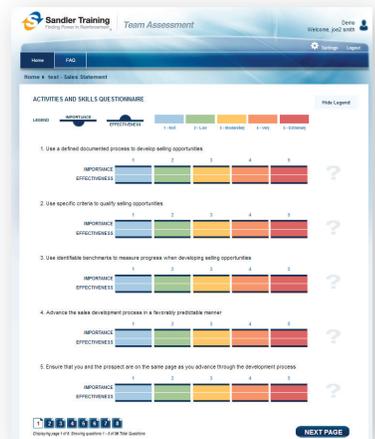
- On a scale of 1 – 5, how IMPORTANT is this skill to MY TEAM’s success?
- On a scale of 1 – 5, how EFFECTIVE is MY TEAM at this skill?

› The online tool analyzes the data and identifies the largest gaps between “importance” and “effectiveness.” This gap analysis can be segmented by individuals, the sales team, and extrapolated to the company as a whole.

› The results, shown graphically, provide a mathematical dashboard of your organization’s professional training needs, from skill building to attitude and perception change.

With the clarity of understanding gained through the Team Assessment process, Sandler will provide your company with expertly tailored professional training, designed to train the individual, strengthen team performance and deliver results that meet and exceed your goals.

CONTACT US today to power-up your sales and achieve outstanding results.



ONLINE SURVEY



DASHBOARD