

SalesPro

Predicting Success in Sales Positions



- Are the right type of sales people working in the right roles?
- Have poor fits in the sales force resulted in high turnover and lost productivity?
- Do your sales people lack the achievement drive to meet sales quotas?
- Do you know what competencies you should measure to predict sales success in your organisation?
- Are you seeing few leads and stagnant incoming revenue due to sales people with ineffective prospecting skills?
- Do some of your sales people and time and resource management skills, but lack professional impact and influencing skills?

If your organisation struggles with these common challenges, Russell Consulting International has the solution - **SalesPro**.

Our Solution

Building a successful sales force takes time and requires careful analysis – but the rewards of doing so are well worth the effort. After all, your organisation relies on strong sales performance for its bottom line revenue. This can only be achieved by identifying and then placing the right types of sales people in the proper roles.

The SalesPro assessment goes beyond other sales assessments by creating a complete and descriptive profile of the candidate. Tailored to meet each organisation's specific needs, SalesPro ensures that employers choose the right types of individuals for each of their sales positions. Russell Consulting International first works with the client to determine the type of sales person that would and wouldn't – be successful in the specific sales environment.

Once the profiles have been developed, sales candidates are evaluated according to three different criteria – competencies, motivators and style. The results illustrate in what types of environments and sales situations each applicant would do best – and worst.

Sales Competencies

SalesPro measures specific competencies necessary for success in sales positions, including a candidate's ability to:

- Adapt to sales situations
- Read People
- Manage Time
- Interpret Sales Information

All of the scores are then weighted according to the importance and combined to calculate a percentage fit for each candidate. Hiring Managers are able to quickly judge how well an applicant's capabilities align with the position.

Sales Style

It is essential that organisations fill their sales team with individuals who possess the right style. Beyond the Hunter/Farmer distinction, SalesPro determines whether individuals are better suited for positions that focus on Product or Solution sales. Do they tend to be more Intuitive – relying on their instincts and ability to read people? Or are they Analytical – methodical thinkers who use information and data to make a sale? All of these factors determine how successful an individual would be in certain sales environments; be sure you're selecting individuals with the right style for your organisation.

Russell Consulting™
leadership – safety – people



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Sales Motivators

The final element is the sales motivator – what drives an individual to want to be successful? How much of the person is driven by the desire to make money, gain recognition, or achievement? Based on your sales structure and company culture, you can determine who would be a good fit in your organisation based on each person’s pattern of motivators.

Very user-friendly, SalesPro guides candidates through the process with detailed, on-screen instructions. Because it is web-based, candidates can complete the assessment remotely from home, saving your company the time, money and resources of interviewing applicants who aren’t a good fit for the position.

The following samples represent the robust reporting generated by SalesPro

