

SALES ACUMEN SURVEY

Helps Identify Knowledge of the Consultative Sales Process

The Sales Acumen Survey (SAS) is designed to provide a representative assessment of an individual's understanding of their approach to successful relationship selling. The basic question is, "How does their understanding of the relationship oriented sales role contribute to long term sales success?" Relationship selling has processes and methods that contribute to successful sales performance. The Sales Acumen Survey strives to measure this knowledge.

Success in the business of sales is not based solely on an individual's knowledge of the relationship sales process. Other factors, including personality traits that are known to contribute to sales successes are an important piece of the sales success puzzle. Using the information generated by the SAS, an organization can demonstrate that a well-developed understanding of the relationship oriented sales process can contribute to long term sales success.

It is often said that salespeople are "born, not made." This may be true for traits such as resilience, assertiveness and serious mindedness. However, it is not true for the essential processes and skills associate with effective selling, "they must be learned!"

SALES ACUMEN SURVEY

measures seven key steps in the sales process:

- ★ Prospecting
- ★ First meeting
- ★ Investigating/Probing
- ★ Presenting
- ★ Influencing/Convincing
- ★ Working with objections
- ★ Getting the business

Plus:

- ★ General sales knowledge

SALES ACUMEN SURVEY

provides individuals and managers with:

- ▶ Current Sales Strengths
- ▶ Developmental Suggestions when scoring below the 70th percentile in a key selling step
- ▶ Targeted Developmental recommendations including books or on-line learning

SALES ACUMEN SURVEY is...

- ▶ Developed for professional sales
- ▶ Composed of 10 Questions for each key selling step
- ▶ Immediate testing, evaluation & reporting
- ▶ Completed in 50-60 minutes

