



STRATEGIC SALES ASSESSMENT

Developing Sales Force Effectiveness

“Linking Human Capital with Strategic Intent”

Have you ever wondered . . . ?

- ❖ *Why are some salespeople more successful than others?*
- ❖ *What behaviors differentiate top performers from poor performers?*
- ❖ *What behaviors are critical for specific job roles?*
- ❖ *Why won't some salespeople meet their quota?*
- ❖ *How will you know when to cut your losses and move on?*

What is Strategic Sales Assessment?

Strategic Sales Assessment is a comprehensive system to drive sales force effectiveness. Enhance your overall sales results through support in 4 areas...

Sales Selection ♦ Sales Development
Sales Training/Coaching ♦ Keynote Conferences/Workshops

“Behavior is the biggest predictor of performance”

Strategic Sales Assessment gets right at the heart of assessing how behavior plays out in the sales process. This process helps you identify, assess, and develop the necessary critical competencies for maximum sales effectiveness.

What can be gained from the process?

Strategic Sales Assessment is designed to help you assess not just the behavior but also the capabilities and competencies of your sales team.

- How thinking style impacts results & outcome
- How to identify self starters
- How to analyze closing ability and handling objections
- Where and how salespeople struggle as a result of their behavior
- Why differentiating roles and behavior in sales deployment are essential
- Which developmental initiatives will help them be more effective

To Learn More

Call us to set up a personalized preview of Strategic Sales Assessment or enroll in our upcoming SSA Webinar. Visit our website at www.theeg.com