



STRATEGIC SALES ASSESSMENT *Developing Sales Effectiveness*

Help People Reach Their Full Potential

What is Strategic Sales Assessment?

Strategic Sales Assessment is a complete sales management system that helps companies evaluate their level of talent and identify developmental strategies that enhance sales results.

What are the Benefits?

Strategic Sales Assessment helps an organization identify, assess, and develop the necessary competencies for maximum sales effectiveness. Additional benefits include:

- Asking the five essential questions necessary to evaluate the current sales situation
- Assessing the competencies essential for sales success
- Identifying “gifts” and “limits” and gaps in relation to sales capabilities
- Creating an effective developmental plan

What is Learned?

Strategic Sales Assessment is designed to help organizations assess the capabilities and competencies of their sales team. It then focuses on creating the developmental needs that link back to their role as a member of the sales team and its relationship to the strategic sales goals of the organization.

Program highlights include:

- How thinking style impacts results & outcome
- How behavior plays out in the sales process
- Differentiating roles and behavior in sales deployment
- Where salespeople struggle

How Can I Learn More?

For more information about Strategic Sales Assessment contact The Executive Group at 219.477.6378 or email assessment@theeg.com.