HIRING INTELLIGENCE

from SELECTION STRATEGIES, INC.

Sales Force Assessment

Selection Strategies **HIRING INTELLIGENCE**™ methodology is designed to assist sales leaders in information technology vendors more effectively assess, hire, and manage top performers in complex-selling environments. The Sales Force Assessment ("SFA") offering combines our basic competency-based assessment tools and organizes them for the specific task of helping sales leaders assess on-board sales teams, identify competency or skill gaps, implement training programs, conduct individual assessments and feedback, and develop a management roadmap. This offering is particularly effective for new sales leaders who must move quickly to identify the strengths and weaknesses of their organization and ramp them up to top performance in a short period of time. Benefits of this offering include:

- **Reduced time** for sales leaders to assess and evaluate the sales force.
- **Specific & insightful results** from an in-depth competency-based interview for each individual.
- **Improved individual performance** through specific and practical recommendations for managers to help them better understand and manage each sales person.
- **Better "group management"** from the ability to set training and management priorities through aggregated results and assessments of the entire team.
- **Improved hiring results** through your company's *Hiring Benchmark* which guides the recruiting and selection process and increases the odds of hiring top performers.

This program is completed in 5 steps:

- Survey
- Interview
- Analysis
- Report
- Feedback

We begin the Sales Force Assessment by conducting surveys with executives, sales leaders and managers to gather information about the sales environment, corporate policies, and culture that establish the context for understanding what top performance in your organization requires. We conduct interviews with each individual in the sales organization and analyze those results to produce both individual reports as well as a consolidated report that shares conclusions and observations about the entire sales force. Lastly, we conduct feedback sessions with sales leaders, as well as, participate and assist in the feedback sessions with each individual.

Since 1999 we have worked in collaboration with key partners who provide sales effectiveness & methodology training and software technology solutions, such as, InfoMentis and The Complex Sale, in delivering our services in an integrated fashion. The benefits of these partnerships to our mutual clients are:

- Alignment of hiring and sales methodologies
- Use of common terminology
- Specific recommendations to managers mapped directly to methodology concepts & techniques
- Practical recommendations to managers in employing key sales skills to maximum effect

Our long history of collaboration and joint delivery ensures that managers can more effectively implement and enforce the concepts & techniques and drive increased sales performance.

COMPETITIVE SUPERIORITY THROUGH TALENTED PEOPLE