

## Sales Indicator

**The Sales Indicator** is an effective sales skills assessment which provides a means of selecting people who have the five qualities that make salespeople successful: Competitiveness, self-reliance, persistence, energy, and sales drive. It also predicts on-the-job performance in seven critical sales behaviours: Prospecting, closing sales, call reluctance, self-starting, teamwork, building and maintaining relationships, and compensation preference.

The Profiles Sales Indicator can be customized by company, sales position, department, manager, geography, or any combination of these factors. Empirical data can be used to develop a pattern that will tell you how well a job candidate matches your successful salespeople.

The Profiles Sales Indicator is easy to use. It can be taken in just 15-20 minutes and produces clear, readable reports that are direct and to the point. These reports can be used for selecting, managing, and training salespeople more effectively. This tool provides objective data for developing a more effective sales team, one person at a time.

The "80/20 Rule" says that 80% of all products and services are sold by just 20 percent of the salespeople. This presents a challenge to sales leaders who direct teams of salespeople. An analysis of several sales organisations reached the conclusion that about half of the people in the study lacked the behavioural characteristics required to effectively perform the duties that sales jobs call for. They should never have been hired for sales positions in the first place. The study found that of the remaining 50%, half had the potential for success in sales, but were not hired to sell the right kind of product or service. The study concluded that only about 25% of those working in sales position have a good match with the work they are doing. Thus, the "80/20 Rule" is only "valid" because people lacking sales essentials get hired and others are not matched with the right products or services.

<b>Solving these challenges:</b>	<ul style="list-style-type: none"> <li>Deciding which salespeople have the right attributes for specific roles within sales – eg new business developer or account manager.</li> <li>Hiring salespeople with low productivity</li> <li>Profitability issues</li> <li>High sales talent turnover</li> <li>Ineffective sales training</li> <li>Poor communication</li> </ul>				
<b>Used for:</b>	Predicting sales success, increasing revenue, initial filtering for sales team placement, sales coaching, self improvement, and avoiding turnover costs_				
<b>Measures</b>	<b>5 Key Sales Qualities:</b> <ul style="list-style-type: none"> <li>Competitiveness</li> <li>Persistence</li> <li>Self-reliance</li> <li>Energy</li> <li>Sales Drive</li> </ul>				
<b>Predicts Performance</b>	<b>In 7 measures:</b> <ul style="list-style-type: none"> <li>Prospecting</li> <li>Closing Sales</li> <li>Call Reluctance</li> <li>Self Starting</li> <li>Teamwork</li> <li>Building and Maintaining Relationships</li> <li>Compensation Preference</li> </ul>				
<b>Type of assessment</b>	Normative	<b>Time to take</b>	50 minutes	<b>Results turnaround</b>	Immediate
<b>What you will receive</b>	<ul style="list-style-type: none"> <li>You pay ONCE per candidate</li> <li>Two, visual reports with simple graphics and language – understandable by line management: Management Report; Individual Report</li> </ul>				
<b>For more about the Sales Indicator</b>	<b>Call: 0845 600 1556</b> <b>Email sales@tlsa.co.uk</b> <b>The Leadership &amp; Sales Academy, Paisley House, Farnham Lane, Haslemere, Surrey, GU27 1EU, United Kingdom.</b>				