

# SALES MAX FOR SALESPEOPLE

## IDENTIFY SUPERIOR SALES PERFORMERS IN:

**Business-to-Business Sales**

**Vertical Markets**

**Niche Markets**

**Tangible Products**

**Intangible Products**

**Service Sales**

## SALES MAX SUMMARY

Validated Pre-employment Surveys

Measures Job Personality Competencies

Measures Job Abilities Competencies

Detailed Candidates Reports

Interview Probe Questions and Guides

Development Recommendations and Action Plan

## SalesMax for Selecting & Developing Salespeople

SalesMax was developed using criteria critical to sales success. It measures how a candidate or employee will do the job, why they will want to do the job and what they know about consultative sales process.

This pre-employment or post employment assessment for sales professionals allows you to evaluate the fit to a consultative sales role.

SalesMax provides a quick look graph, candidate's overall predictive score and their strengths and weakness. It predicts the individual's probability of producing in the top 50% of the sales team. Additionally, it will provide interview / reference questions, and management suggestions.

### MEASURES:

#### Key Dimensions to the Sales Personality

- **Energy Level**  
Enthusiasm, hard work and visible effort
- **Follows Through**  
Completes tasks, while following through on commitments
- **Self Reliance**  
Takes charge and gets things done
- **Resilience**  
Able to handle rejection and criticism
- **Serious Minded**  
Responsible, business-like and professional
- **Optimistic**  
Positive, optimistic outlook and weathers adversity well
- **Sociable**  
Outgoing, enjoys client and customer contact
- **Assertiveness**  
Possesses a confident sales presence

### SalesMax is easy to administer and use.

Candidates are able to log-in to the SalesMax testing site from virtually anywhere around the world. Manage the assessment database, evaluate candidates and print the reports using any Internet connection.

SalesMax subscribes to American Psychological Association (APA) and EEOC guidelines.

## SalesMax for Selecting & Developing Sales Professionals

### SalesMax Helps Identify Salespeople Who:

- Have the potential to perform in the top fifty percent of a sales team
- Have personality characteristics which impact sales success
- Understand effective strategies in relationship selling
- Are motivated by a company's compensation or commission plan

### Key Dimensions of Sales Knowledge:

SalesMax measures candidate knowledge of effective strategies for various sales situations. Experienced candidates should score well in this area. For the inexperienced or poorly trained candidate, SalesMax helps to target training needs in the following areas:

- Prospecting / Pre-qualifying
- First Meeting / First Impression
- Probing/Presenting
- Overcoming Objections
- Influencing / Convincing
- Closing

### Key Dimensions of Sales Motivations:

Without proper motivation, even the best candidate will fail. The motivations section of SalesMax will help you gauge the fit between the candidate's motivational needs, his or her manager's supervisory style, and the rewards available in our organization. Dimensions measured are:

- Control
- Money
- Freedom
- Developing
- Expertise
- Affiliation
- Security
- Achievement

### Development Report for Your Current Salespeople

In addition to the Selection Report, SalesMax can also produce a Development Report. The Development Report is designed to help current employees capitalize on strengths and improve weaknesses, through the Developmental Action Plan.

#### SALES MAX REPORT PROVIDES:

"Quick look" graph

Candidates' strengths and weakness

Overall predictive score

Candidates' odds of being in the top 50% of your present sales team

Interview guide

Management suggestions

**LANGUAGES:** English

#### BENEFITS

Ability to access from virtually anywhere in the world.

Fast and easy to use — No mailing or faxing.

Completed by the candidate at your location or at home via the Internet.

The report is processed quickly.

The report is easy to read and understand.

**FORMATS:** Online  
Paper & Pencil --> Online Input