



Hire Salespeople Who Maximize Profits

Develop a Winning Sales Team



SalesMax® is a comprehensive online assessment tool designed to assist in selecting, onboarding and developing individuals for professional sales positions.

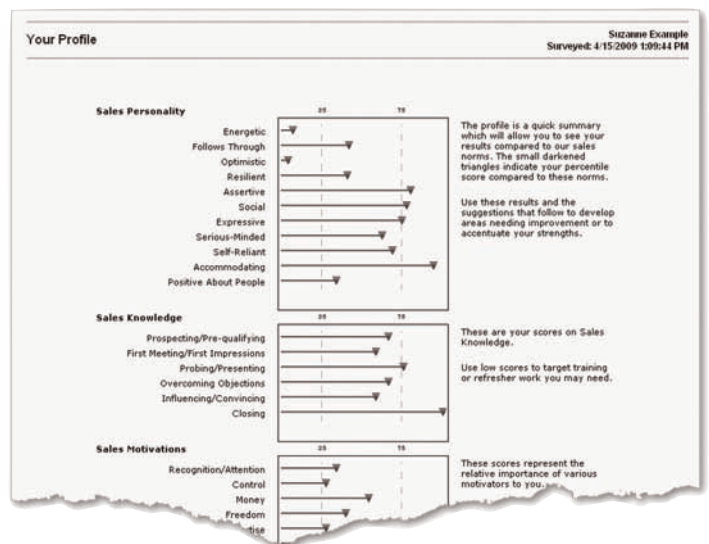
Losing confidence in your hiring strategies?

Weed out applicants with little or no sales potential and find those with natural sales abilities. **SalesMax**® measures personality traits, motivations and sales knowledge that contribute to effectiveness in the sales role.

Are poor performers ruining your bottom line?

Start exceeding your sales goals and improving your sales force today. Measure your current sales professionals' strengths and areas for improvement, and focus development on what will make the most impact for your team.

- Based on a consultative sales approach
- Validated to select top performers
- Easy to use in the field



Personality: Evaluate their natural fit with the sales role

Sales Skills: Know their knowledge gaps

Motivations: Understand what will motivate them

Hire Top Sales Talent

SalesMax® Selection Report

- Help you identify and hire applicants with greater sales potential
- Provide a probability score of the candidate's success

Assess SalesMax Advice Suzanne Example
Surveyed: 4/15/2009 1:09:44 PM

Potential Sales Success:

The candidate's Sales Personality Index score was 19 out of a possible score of 48. This score falls in the second range of possible scores (OK). Our research indicates that candidates with scores in this range have a moderate probability of becoming successful. (About 4 out of 10 salespeople with scores in this range earned sales compen

Score	Range	Advice
---	00-18	Avoid
19	19-23	OK
---	24-26	Good
---	27-33	Better
---	34-48	Best

- Show the candidate's personality fit with the role

Personality Insights:

The following potential strengths (+) and potential weaknesses (-) may help you to understand how the candidate's personality may impact her sales performance.

- + She should have a confident sales presence.
- + She can be assertive and forceful when necessary. She should be able to deal with most difficult, challenging or powerful customers and should be capable of asking for the sale.
- + She should be a people person who will enjoy most of the social aspects of meeting new clients or prospects and working with them in a sales role.
- + She should be cooperative by nature and willing to accommodate others in order to get along and meet their needs.
- Her energy level is substantially below that of typical salespeople and may be a significant shortcoming. She may lack a sense of urgency about getting things done quickly.

Each Selection report also provides:

- Scores on knowledge of effective sales strategies
- Indications of what motivates them
- Interview probes to pursue areas of weakness
- Management suggestions to gain insight if hired



Develop Existing Salespeople

SalesMax® Development Report

- Evaluate current salespeople and target their needs
- Give individual feedback on how specific personality factors help or hinder job effectiveness
- Provide specific recommendations and resources on how to close gaps including tips on building strengths and addressing weaknesses

Developmental Suggestions Based On Your Personality Suzanne Example
Surveyed: 4/15/2009 1:09:44 PM

Increasing Your Work Pace

A review of your answers to the personality questionnaire suggests that your work style is likely to be much more slow-paced than that of the most successful salespeople. Certainly, there are many paths to productivity and effectiveness, not all of which

Activities

Set ambitious, urgent time goals in your work. For example, if you currently call on ten customers a day, push yourself to call on eleven.

The sales cycle for some types of sales can be very lengthy. Set intermediate or check point deadlines to ensure that you continue making progress toward the sale.

Take a look at your schedule of physical exercise and make sure that you are doing some type of exercise on a consistent basis. (Be sure to check with your doctor before beginning any exercise program.)

If you suffer from "afternoon fatigue," you may want to watch what you eat for lunch. Dieticians often recommend a small, high protein meal at lunchtime while avoiding alcohol and sugary desserts. Also, try to spend a short amount of time doing light aero

Be aware that there are many time-wasting events that disrupt our productivity. Use the guidelines below to learn how to handle some common time wasters.

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