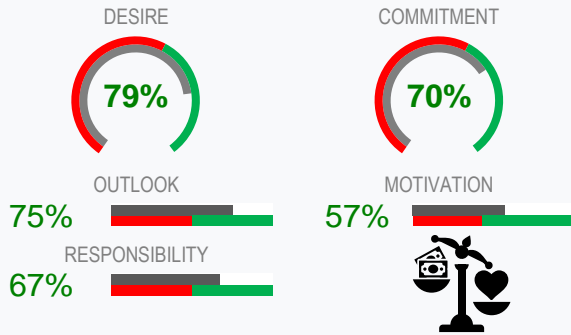
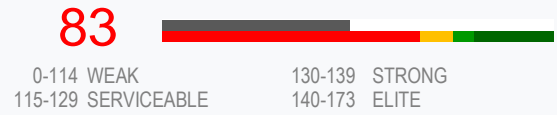


This dashboard shows the individual's scores in the 21 Core Competencies that we measure, and is intended to be used by management for coaching and development only. It is not intended to be shared with the individual who was evaluated.

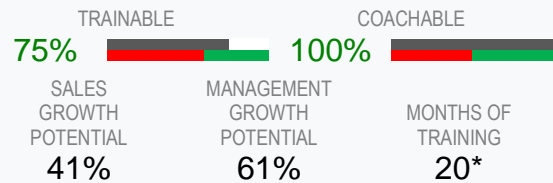
### The Will to Manage Salespeople Competencies



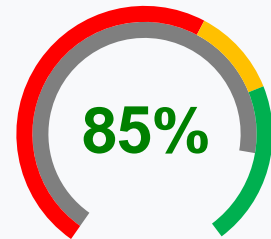
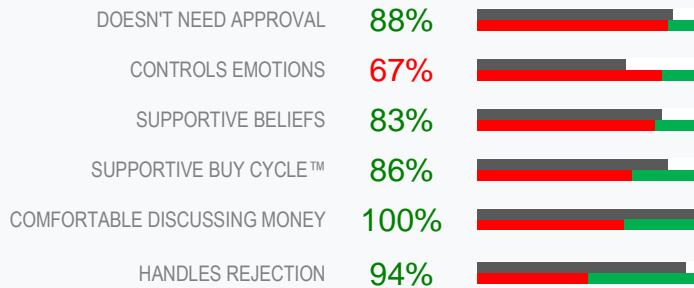
### Sales Management Quotient™



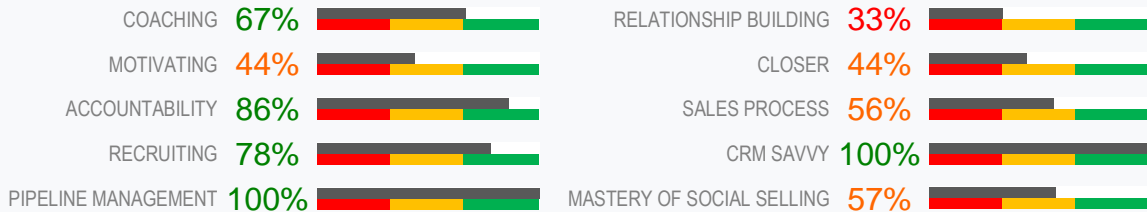
### Development



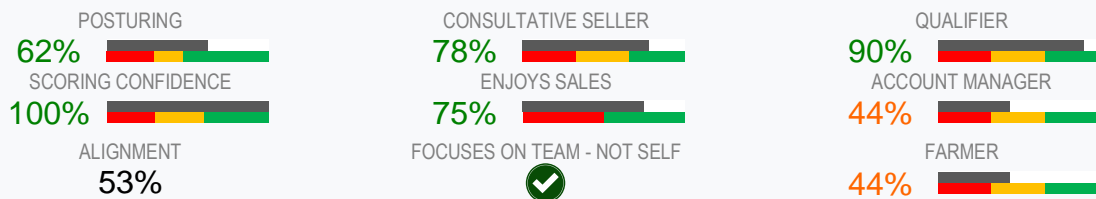
### Sales Management DNA Competencies



### Sales Management Competencies



### Other Competencies and Scores



\* The actual duration of training will vary depending upon the frequency and duration of the training sessions, as well as the trainer and his/her content.



## SALES SKILLS

- Personal Goals
- Plan for Reaching Personal Goals
- System to Track Progress
- Asking Enough Questions
- Sales Process
- Uncovers Compelling Reasons to Buy
- How Prospects Will Make Buying Decision
- Getting Prospects to Make Decisions
- Developing Relationships Early in the Sales Process
- Successfully Avoids Accepting Put-offs
- Asking Great Questions
- Presenting at Appropriate Times
- Successfully Avoids Making Assumptions
- Timing of Quotes and/or Proposals
- Will Meet with the Decision Maker
- Will Find a Way to Close
- Control of the Sales Process
- Avoids Wasting Time with Unqualified Prospects
- Avoids Purchasing at Start of Sales Process
- Uncovering the Budget
- Appropriate Follow-Up
- Interacts with Prospects and Salespeople Appropriately





## MANAGEMENT SKILLS

- Time Managing the Salespeople
- Doesn't Accept Mediocrity
- No Need for Approval from Salespeople
- Manages Behavior
- Manages Pipeline
- Flexible Thinker
- Debriefs Efficiently
- Handles Joint Sales Calls Effectively
- Doesn't Rescue the Salespeople
- Consistently Coaches and Debriefs
- Knows What Motivates Salespeople
- Gives Recognition
- Runs Effective Sales Meetings
- Upgrades the Sales Force
- Uses Correct Hiring Criteria
- Recruits Consistently





## STRENGTHS

-  Desire
-  Commitment
-  Enjoyment of Selling
-  Taking Responsibility
-  Controls Emotions
-  Self-Image
-  Decision-making
-  Talking About Money
-  Healthy Skepticism
-  Ability to Ask Tough Questions
-  Margins
-  Comparison Shoppers
-  Money Tolerance
-  Closing Urgency
-  Outlook
-  Working Independently
-  Is a Problem Solver
-  Sales Optimism
-  Sales Assertiveness
-  Empathy








## SALES BELIEFS

-  Prospects that think it over will eventually buy from us
-  I don't need a strong relationship with my prospects in order to sell them



## SALES MANAGEMENT BELIEFS

-  Raising my people's self-esteem is not a high priority
-  I don't manage my salespeople's behavior
-  My salespeople need to make presentations
-  I don't need to know what motivates my salespeople
-  I don't need to upgrade the sales force

## SALES MANAGEMENT STRATEGY ALIGNMENT

- ✔ The individual has the experience required in your strategies
- ✘ The individual does not have the experience required in your strategies
- i The individual has experience that was not required in your strategies

### With regard to accounts and customers:

- ✔ Volume
- ✔ Profit

### With regard to the financial profile of a potential customer:

- ✔ Potential Volume
- ✔ Credit Worthiness

### With regard to the details of the business:

- ✔ Follow the Plan Without Deviation
- ✔ Pursue Unplanned Opportunities Whenever They Appear

### With regard to the Sales Manager's role I see:

- ✔ The Manager Maintains Personal Sales
- ✔ A Salesperson with Supervisory Responsibility
- ✔ Someone who Manages and Develops Salespeople
- ✔ A Supervisory Position

### With regard to Recruiting:

- i Only A Players
- ✔ The first available candidate
- ✘ The best available candidate

### With regard to providing training:

- i Bring in outside training professionals
- ✘ Have our people provide the training
- ✔ Realize that training doesn't work
- ✔ Hire salespeople that don't require any training

### With regard to compensation, I believe that we ultimately must have a plan where

- ✔ All salary
- ✔ Salary plus bonus
- ✔ Salary plus commission
- ✔ All commission

### With regard to developing people:

- ✘ Develop the existing people
- i Replace all of our non performers

### With regard to sales tools (e.g. CRM, pipeline management, marketing automation):

- ✘ Get everyone using it
- ✔ Plan future installation
- ✔ Continue without these tools
- i Expand our use of tools

### With regard to our market strategy:

- ✔ Expand it
- ✔ Defend it
- ✔ Maintain it

### With regard to Trade Shows:

- ✔ In every appropriate show
- ✔ In targeted shows
- ✔ As little as possible

### With regard to the role of marketing:

- ✔ Create leads
- ✔ Create visibility
- ✔ Generate sales
- ✔ Enhance company image

### With regard to reaching customers/clients:

- ✘ Create new channels
- i Develop existing channels

### With regard to company identity:

- ✔ Price
- ✔ Quality
- ✘ Service
- i Expertise

### With regard to growth:

- i Finding new business
- ✘ Growing existing accounts

### With regard to competition:

- ✔ Beat their price
- ✘ Match their price
- i Hold firm on prices

### With regard to an inbound strategy:

- ✔ Not change our current strategy
- ✔ Generate interest/leads for our salespeople
- ✔ Take all of the easy leads and online orders we can get
- ✔ Simply have a social media presence
- ✔ Ignore it for now