



SALES EXCELLENCE ASSESSMENTSM

Sales Excellence AssessmentSM helps companies implement consistent and measurable sales talent coaching and development processes. This web-based assessment tool provides front-line sales managers the information they need to effectively improve sales force performance in both learning and development as well as opportunity identification, opportunity management, and relationship management.

The assessment first clarifies the organization's business objectives by requiring salespeople to rank the skills they believe they are exhibiting and the importance of those skills in their selling environment. Sales managers complete the same assessment in order to collect a 180-degree picture. This intelligence enables managers to improve the quality of coaching sessions to generate consistent results, and helps leadership understand areas of focus for development and training.

By helping create constructive dialogue between managers and their salespeople, *Sales Excellence AssessmentSM* supports thorough feedback on sales activities and behaviors that need to be addressed. Results can be communicated up, so C-level executives can better understand and support training and development initiatives.

***Sales Excellence AssessmentSM* may be the right solution if your company is trying to:**

- ▶ Establish a baseline of performance on universal sales skills.
- ▶ Prioritize training investments.
- ▶ Measure ROI from sales training programs.
- ▶ Gain alignment on the skills required for success.
- ▶ Establish a consistent coaching culture across teams.
- ▶ Improve the overall effectiveness of sales managers.
- ▶ Provide sales managers advanced information to support better coaching.
- ▶ Enrich the constructive dialog between sales managers and their teams.
- ▶ Enhance adoption of training and change initiatives.
- ▶ Introduce new sales skill-focused metrics to track the effectiveness of yours sales transformation project.

Who Should Participate

All members in your sales organizations from senior leadership to front line sales will be involved in defining the unique critical skills for each and every sales role. Sales managers will use the data collected to aid in coaching and developing the skills that will most influence their ability to meet and exceed quotas and maintain profitable relationships.

How Your Organization Will Benefit

Enable field sales to:

- ▶ Have more data-driven coaching conversations with managers.
- ▶ Pin point individual strengths and weakness.
- ▶ Have a clear road map to better focus sales and relationship activities.
- ▶ Have a clear process for demonstrating skill improvement.

Enable sales managers and senior leaders to:

- ▶ Identify misalignment between management and leadership teams.
- ▶ Identify lack of sales activity surrounding critical skills.
- ▶ Better focus resources for sales improvement.

- ▶ Develop lead indicators of deficiencies in the sales organization.
- ▶ Regularly track progress towards improving sales performance.

Delivery Options

The *Sales Excellence AssessmentSM* is a web-based, 180-degree assessment that involves sales managers and each of their sales team members. Typically, organizations run the Sales Excellence AssessmentSM alongside normal performance review processes every six to eight months.

Related Offerings

Predictive Sales PerformanceSM

Tool for making calculated hiring, placement, and promotion decisions.

Strategic Selling[®]

Comprehensive strategy for winning complex sales.

Conceptual Selling[®]

Communicate effectively to uncover and align with the customer's buying process.

Large Account Management ProcessSM (LAMP[®])

Strategic planning for protecting and growing key accounts.



About Miller Heiman Group

Be Ready Solutions from Miller Heiman Group empowers people across the entire organization to perform at peak potential by bringing game-changing insight to sales performance, customer experience and leadership. Backed by more than 150 years of experience and performance, Miller Heiman Group is built on well-known brands such as Miller Heiman, AchieveGlobal, Huthwaite, Impact Learning Systems and Channel Enablers. Our Be Ready Solutions offer more sales-based and customer service-based solutions than anyone in the industry. This allows you to build and sustain successful, customer-focused organizations that drive profitable revenue and top-line growth on a global scale. To learn more, visit our website. And follow us on LinkedIn, Twitter, Facebook, YouTube or Google+.