

SALES MAX FOR SELECTING 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 will do the job, *why* they will want to do the job and *what* they know about consultative sales process at the present time.

This pre-employment assessment for sales professionals allows you to evaluate a candidate's fit within a consultative/relationship sales role.

SalesMax provides a "quick look" graph, a candidate's overall predictive score and their strengths and weakness. It indicates the candidates 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 / customer contact
- **Assertiveness**
Possesses a confident sales presence

SalesMax is easy to administer and use.

- Candidates can log-in to the SalesMax testing site from virtually anywhere.
- You can 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 consultative/relationship selling
- Are motivated more closely by a company's compensation or commission plan

Key Dimensions of Sales Knowledge:

SalesMax measures candidate knowledge of effective strategies for various consultative/relationship sales situations. SalesMax helps to target training needs that may be fine tuned through formal training or informal coaching.

- 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 may 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.

- 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, Spanish, Portuguese, English (UK), Hungarian, Dutch

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