

How Effective Are Your Sales People?

In today's corporate environment, organizations face many challenges with identifying, developing, retaining and leveraging top performers.

In fact, the number one priority for organizations with an interest in human capital is talent acquisition and recruiting. When it comes to talent acquisition and recruiting, sales representatives rank first among those positions which employers have the most difficulty filling.

Because of this situation, organizations must rely on a select few to maintain sales effectiveness. This also forces many sales leaders to analyze their sales teams to increase sales.

More than half of those individuals in a sales position may not be suited for sales. Another 25 percent may have the skills to sell, but are selling the wrong product, are in the wrong industry or don't fit within their employer's corporate culture. These factors reduce the number of sales professionals from which sales leaders can expect superior performance.

This situation is more common than you might think, but imagine if you could predict results before they happen. Think of the competitive advantage you could gain by predicting who will become a top performer — even before they are hired.

Sales drive companies, and top sales performers drive sales. It is a simple equation, but may be hard to calculate without the right tools.

Finding good sales talent may seem elusive, but it remains an important goal within most organizations.

Assessments are a critical first step in matching top performers to sales organizations. Profiles International's ProfileXT™ assessment offers a sales report, the ProfileXT™ Sales Report, to assist sales leaders in identifying, developing,



retaining and leveraging people with an innate talent for selling. ProfileXT™ Sales Report provides important information on thinking style, behavioral characteristics and occupational interests on current employees or candidates. This enables sales leaders to **accurately predict success in a given sales position, develop strategic succession planning, and implement employment/redeployment programs.** This tool allows leaders and organizations to effectively drive sales, increase employee satisfaction and leverage top performers to increase market penetration.

The ProfileXT™ Sales Report can be used for selecting, training and coaching salespeople who are, or who will develop into, superior performers and can effectively assist in building and developing an exceptional professional sales organization.

The traditional practice of hiring salespeople from the available pool of prospects produces a high incidence of employee turnover.

The cost of turnover has a direct negative impact on your profit and loss statement. It can be expensive to hire and train people who do not become above-average performers. The cost of turnover can be significantly diminished by using the ProfileXT™ Sales Report. The unique job match pattern process separates candidates with real potential from those who will waste your resources.

It is generally accepted that about 20 percent of a sales team are responsible for 80 percent of the sales production. The job-related attributes of the top 20 percent have been analyzed to determine what makes

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them different from average and below-average producers. The ProfileXT™ Sales Report helps organizations recognize individuals with these attributes to give them an

advantage in making hiring decisions, coaching and training and motivating for better sales performance.

The ProfileXT™ Sales Report is a comprehensive report generated from the ProfileXT™ assessment. This report is used to help evaluate prospective sales professionals seeking to join your sales force as well as your current employees. It reveals **key strengths, weaknesses and areas of interest that will make placement, coaching and training consistently more effective.**

The ProfileXT™ Sales Report is convenient to use, presented in easy to understand sales language and allows sales leaders as well as organization decision-makers to generate management or placement-focused reports and individual reports, 24 hours a day, 365 days a year. Profiles International has streamlined the entire process to be intuitive and easy to use for sales leaders, salespeople, and job candidates.

features & benefits

- Accurately predict success in a given sales position
- Develop strategic succession planning
- Implement employment/redeployment programs
- Receive important information on thinking style, behavioral characteristics and occupational interests on current employees or candidates

Your Profiles Sales Representative

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*Building and Retaining
the
High-Performance
Workforce*