

STRATEGIC SALES DEVELOPMENT

Overview

Strategic Sales Development (SSD) is a powerful four-phase process that helps create the high performance sales force you know is possible and is critical for *your* success. The foundation is a behavioral and motivational **Success Profile** that objectively identifies the key behaviors and motivators that define what high performance means in *your* organization and matches *your* competitive strategy.

The **Success Profile** is then used in:

- **Selection** – hire the candidates who best match *your* **Success Profile**
- **Development** – use individual profiles of new hires and multi-rater feedback of incumbents to get development on target and to coach sales staff to higher performance
- **Benchmarking** – take successive “snapshots” of your entire sales force to ensure progress and to revise or affirm the **Success Profile**

SSD is built on a unique, research-based model of 19 behavioral sales practices that indicate the way your sales staff will likely perform their jobs and 12 sales motivators that indicate what drives your sales people.

Differentiators

Strategic Sales Development is unique in that it:

- Measures both behaviors and motivations
- Is efficacious in both selection and development
- Provides flexibility and stability to rigorously define the **Success Profile** for *your* organization now and in the future
- Is customized to *your* organization and *multiple* sales roles – based on *your* definition of proven success in *your* organization and industry
- Enables you to take control of the hiring process instead of being “sold” by your sales candidates
- Is a powerful four-phase process that helps create high performance sales

Outcomes

Strategic Sales Development enables your organization to:

- Define or discover what high performance really means for *your* organization
- Objectively identify the key motivations and behaviors which spell success for each sales role in *your* organization
- Identify and hire the people who are most likely to succeed in *your* organization and to perform at peak levels
- Maximize the performance and fit of new and incumbent sales staff
- Increase the effectiveness of custom or off-the-shelf training or coaching programs
- Meet and exceed the sales goals of your organization



Achieving Business Results through People

FOUR PHASE PROCESS

Define Success

Strategic Sales Development guides you in defining what high performance really means in your organization and separates the winners from the rest.

- Clarify measurable standards of high performance for the sales role in your organization
- Build **Success Profiles** from objective models of sales behaviors and motivations tied to high performance in your organization at a variety of levels – organizational, divisional, regional, and individual sales role – now and in the future
- Form a rigorous, legally defensible basis for effective selection of new sales talent as well as for development or reorganizations with an existing sales force

Select the Best

Strategic Sales Development enables you to go beyond resumes, a “sales job” by candidates in interviews and gut feelings.

- Measure both behaviors and motivations of the final candidates
- Compare how each candidate’s behaviors and motivators line up with your target **Success Profile**
- Craft targeted behavioral interview questions that are linked to your **Success Profile** and know what to look for in the answers
- Enable selection team to identify people most likely to succeed, pinpoint their development needs

Tailor Training

Strategic Sales Development enables your organization to tailor development to the specific needs of your sales force in the areas that define success for your organization.

- Pinpoint the behavioral and motivational make-up of each person in your sales force with the use of a valid multi-rater feedback instrument that measures success against your organization’s **Success Profile** – get valuable self, boss, peers and/or customer ratings
- Compare current sales behaviors against strategic targets, determine what motivates individuals in your sales team to objectively pinpoint individual’s development strengths and needs
- Design training and development programs that address the motivations that drive your people and behaviors that shape their actions

Pump Up Performance

Strategic Sales Development allows your organization to personalize development programs beyond sales training for maximum growth.

- Provide each salesperson an accurate profile of his or her current sales practices and motivations from self and multi-rater feedback (boss, peers and/or customers)
 - Shows strengths and provides concrete action steps for development
 - Provides understanding of an individual’s motivation so development and incentive programs can be tailored to create the fastest and greatest outcomes
 - Provides snapshot of how your entire sales staff stacks up against your organization’s **Success Profile**
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CRITERIA ASSESSED

Sales Performance Assessment™

BEHAVIORAL SALES PRACTICES Measured

Preparation

Market Awareness
Technical
Strategic
Structure
Prospecting
Entrepreneurship

Contracting

Communication
Outgoing
Optimistic
Excitement
Insight

Implementation

Aggressiveness
Tactical
Empathy
Team Player
Persistence
Production

SALES DRIVERS Measured

Sales Focus
Management Focus
Customer Focus
Materialism
Ego Rewards
Idealism

Sales Performance Assessment™ is a product of Management Research Group
