

## SALES STRATEGY INDEX

***“Know your sales strengths and weaknesses and develop your sales ability to become the sales professional you can be”.***

### WHAT IS SSI?

The Sales Strategy Index is an objective analysis of an individual's understanding of the strategies required to sell successfully in any sales environment. It essentially answers the question, “Can this person sell?” Like any profession, selling has a body of knowledge related to its successful execution. It is this knowledge that the Sales Strategy Index measures.

Although dealing with the issue of whether a person can or cannot sell is an essential component in predicting or improving sales success, it is certainly not the only one required for optimum sales performance. Behaviour, attitude, and personal interests and values are other areas to consider.

Understanding effective sales strategy can help lead you to success as long as you can implement it. However, just knowing it is not enough, you must utilise what you know.

This report will give you feedback on your strengths and weaknesses. From this you can develop a plan to overcome your weaknesses. Knowledge of ones' strengths and weaknesses, along with a desire to be the best you can be, will allow you to target your professional sales growth.

### YOUR BUSINESS IS IN THE HANDS OF YOUR SALES TEAM... CAN THEY SELL?

Do they understand the sales process? Are they treating each sales situation the way top salespeople do? The Sales Strategy Index will answer all those questions and more;

- Sales Strategy Index helps to ensure that your sales personnel will handle each sales opportunity correctly.
- Especially designed for outside sales.

Coaching and managing can be tailored to the different needs of each salesperson after your sales force has completed the Sales Strategy Index training. It can be used for both pre-and post-measurement, complementing all other sales training material.

### SSI AND RECRUITMENT

The Sales Strategy Index presents 54 different “real life” sales situations. Each situation has four alternative ways to be handled. Respondents are given the opportunity

to rank the four alternatives from “best” to “worst.” By comparing their response with those of proven top sales professionals, a report is generated showing strengths, weaknesses and how well they understood sales strategy in seven categories:

- Prospecting
- First Impressions
- Qualifying
- Demonstration
- Influence
- Close
- General

Each situation was developed and validated by sales professionals to reflect real sales strategies used by today's sales force.

### REPORT CONTENTS

Each Success Insights Sales Strategy Index Profile contains a number of personalised sections that illuminate separate areas with opportunities for enhanced understanding of the sales cycle. The report can be debriefed to the individual and the group, and then an action plan can be formulated to identify individual strengths and areas for improvement. The information gained from this report is ideal in an ongoing internal training program to utilise each individual to their personal strengths and develop their weaknesses.

### Section Titles

- Category Analysis
- Question Analysis
- Primary Effectiveness Rating (Graph)
- Primary and Secondary Effectiveness Rating (Graph)
- Understanding What Not To Do (Graph)

### RESULTS AND BENEFITS

An investment into the Success Insights Sales Strategy Index (7 Page) Profile can yield important results and valuable benefits in several areas:

- Simplifies sales training.
- Allows managing and coaching to be focused on the areas that produce results.
- Builds confidence.
- Identifies the sales strategy knowledge areas that are needed to sell a specific product /service in a given market.