

# PERF SALES

Optimise your sales force!



## YOUR EXPECTATIONS AND REQUIREMENTS

### You want:

- **To objectively assess your candidates' and colleagues' sales skills**, in order to secure decision-making within your recruitment and skills development processes?
- **To implement development programmes** adapted to your sales team's **real needs**?
- **To fully involve your salespeople in their development**, through awareness of their assets and areas of progress?

>> **Discover PERF SALES!** A decision-making support tool for HR professionals, wishing to assess candidates for sales functions, or exercising salespeople within a development process.

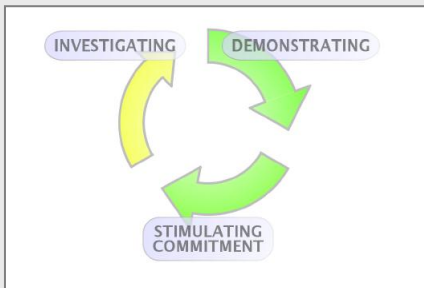
## THE MODEL

PERF SALES is a scientific self-assessment tool, built as a sales competency model.

This reference system counts with **39 key behavioural skills indicators** for sales people. We statistically identified these indicators based on a randomised population of more than **4600 exercising professionals**.

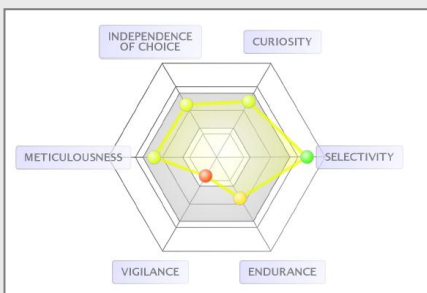
Statistical studies conducted by our R&D researchers, in association with sales professionals, enabled us to clearly define the skills necessary to be **more operational** in this **specific function**.

## OUR SALES COMPETENCY MODEL



PERF SALES enables the HR professionals to assess the candidate's **behavioural ease** on:

- **Three major steps in the sales approach and key profiles**
  - **Investigating** the client's specific needs
  - **Demonstrating** by answering the client's needs and convincing them
  - **Stimulating commitment** by getting the client to accept the offer
- **Both major styles of the sales approach**
  - **Hunter**: take risks, aim for efficiency, convince, resist tension...
  - **Farmer**: persevere, defend a territory, listen, exchange...



## THE PROCESS

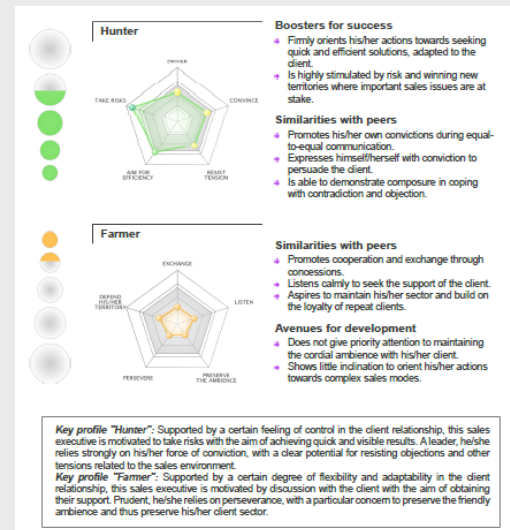
**1** A **self-assessment questionnaire** based on self-image enables you to evaluate behavioural tendencies and main motivation levers at work – a 10 minute evaluation, accessible on Internet.

**2** The **sales skills model is matched** with the results of the self-assessment questionnaire.

The results are delivered in a personalised report which presents:

- Explicit graphs along with qualitative information about **success levers and areas of progress**.
- Indicators which enable to evaluate the respondent's **style of predilection and adaptation potential**.
- The results of a given sales population which enable to **benchmark** the respondent's position.

**3** A **one-hour feedback interview** provides a deeper investigation of the diagnosis and helps to efficiently orient the development process.



>> **PERF SALES** is extremely easy to use by HR professionals after attending a short, 2 x 2 hours operational training session, in a virtual classroom, given by a PerformanSe consultant.

## SHARED BENEFITS



- > **Awareness** of their assets and areas of progress
- > **Involvement** in their personal development
- > Relationship based on **trust and exchange** with the company

- > **Better knowledge** of their colleague's sales profile

- > **Shared direction** of skill development

- > **Objectified, secured and tracked decision-making**



SALES FORCE OPTIMISATION

- > **Adapted and profitable** support programme

- > Internal resources **optimisation**

- > **Reduction of errors** in recruitment and internal mobility

