

User Guide



Getting the Most out of your USSA Team Dashboard





The Team Dashboard

When assigning your USSA assessments to candidates you can choose to include a “Team Dashboard” which quickly and easily highlights areas of team strengths and weaknesses as well as for each individual sales person, all in a simple “heatmap” format. This ensures you can pinpoint at a glance where your team as a whole may need development to improve overall sales performance, and also where each individual needs development.

A Team Dashboard must be specified at the time you load candidates to the USSA, it can not be ordered retrospectively, and uses 5 credits.

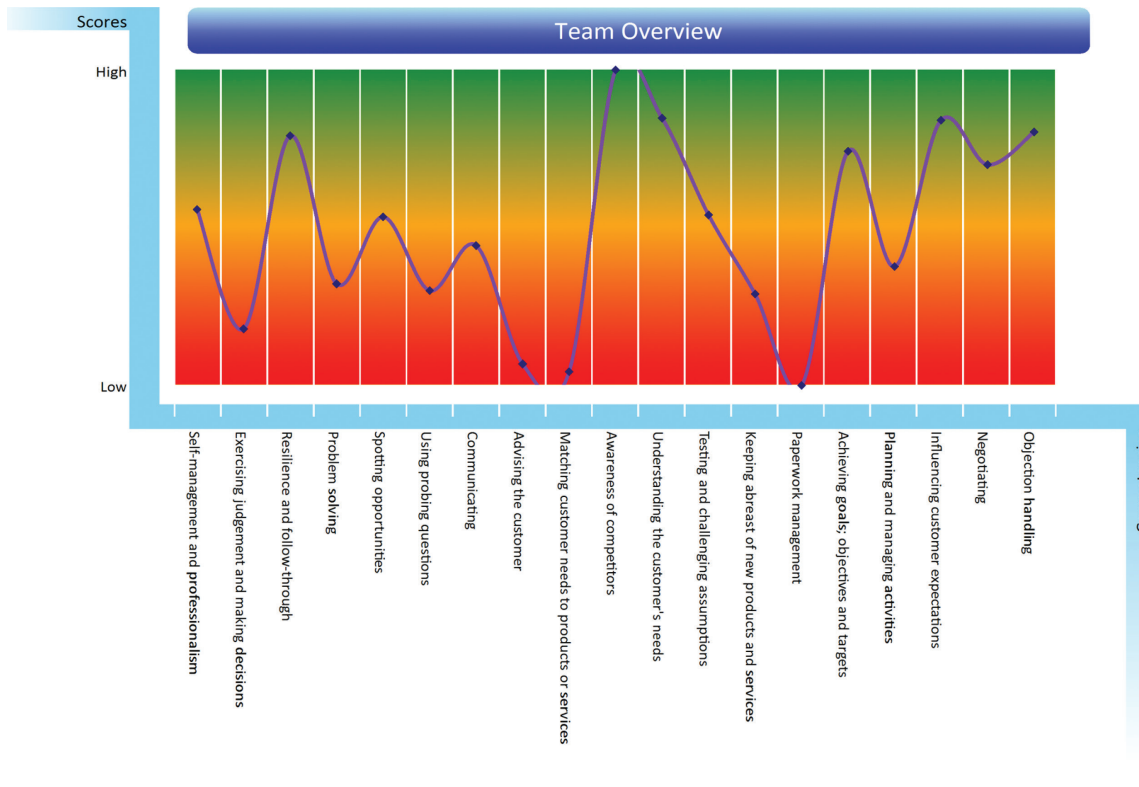
A Team Dashboard will be run automatically once all candidates have completed their assessment and sent directly to the person nominated to receive it (normally the manager). The minimum number of candidates you can include in a team report is 3 and the maximum 25.

The following pages look at how to read a sample team report and are designed to assist you in understanding what the results mean, and what actions you could take

Team Overview

The first chart in your Team Dashboard provides a team summary view of each individual component of their Core Sales Skills. Each point on the chart represents the average score across the team for the skill shown below.

The green area of the chart represents a team highly skilled overall in that particular area; the middle yellow band represents a team with average overall levels of skill; whilst the red area represents a team with low overall levels of skill.



Key:

The **BLUE LINE** shows your team compared to a global external benchmark.

The **GREEN AREA** indicates capabilities that are well above average.

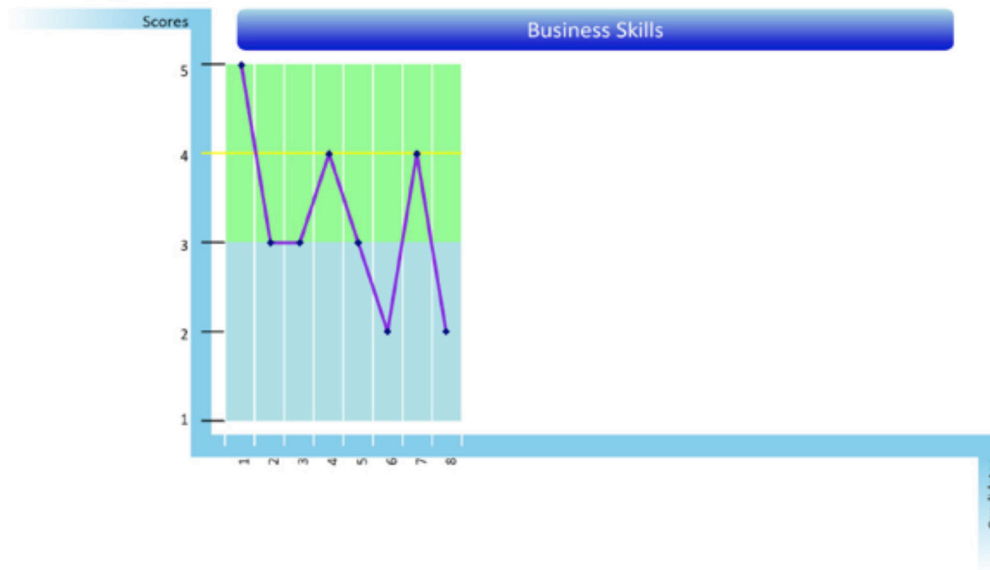
The **RED AREA** indicates capabilities that are well below average and which should be prioritised for development.



Skills Charts – Business Skills

The next set of charts, starting with Business Skills, offers an analysis of each individual skill module within Core Sales Skills and offers a summarized view of the level of skill each individual has in this particular area. The numbers below the chart refer to the individuals, and the cross reference can be found in the Index accompanying each Team Report.

For Business Skills, this particular team demonstrates a wide range of skill levels. The objective of this is to highlight the individuals who need most development for this skill area. Detail of what development is required will be better seen in the Sales Personal Development Planner chart later.



Key:

The **BLUE LINE** shows your team compared to a global external benchmark.

The **GREEN AREA** area indicates the optimal range for the team with the base of the green representing average capabilities.

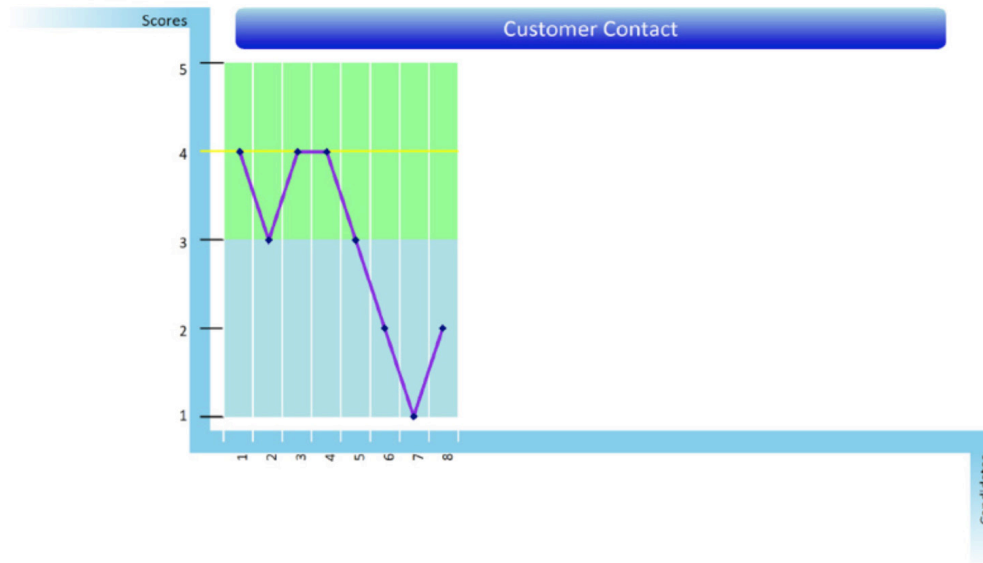
Capabilities above the **YELLOW LINE** are well above average.

Any competencies outside the **GREEN AREA** indicate areas of priority focus.



Skills Charts – Customer Contact

As with Business Skills, there is a chart for each skill group offering managers the opportunity to identify the individuals most in need of development for each area. What is important to consider is that skills outside the green band indicate levels of skill which could be creating competitive dis-advantage for your organization; while skills below the yellow line are acceptable, but are not delivering optimal levels of competitive advantage.



Key:

The **BLUE LINE** shows your team compared to a global external benchmark.

The **GREEN AREA** area indicates the optimal range for the team with the base of the green representing average capabilities.

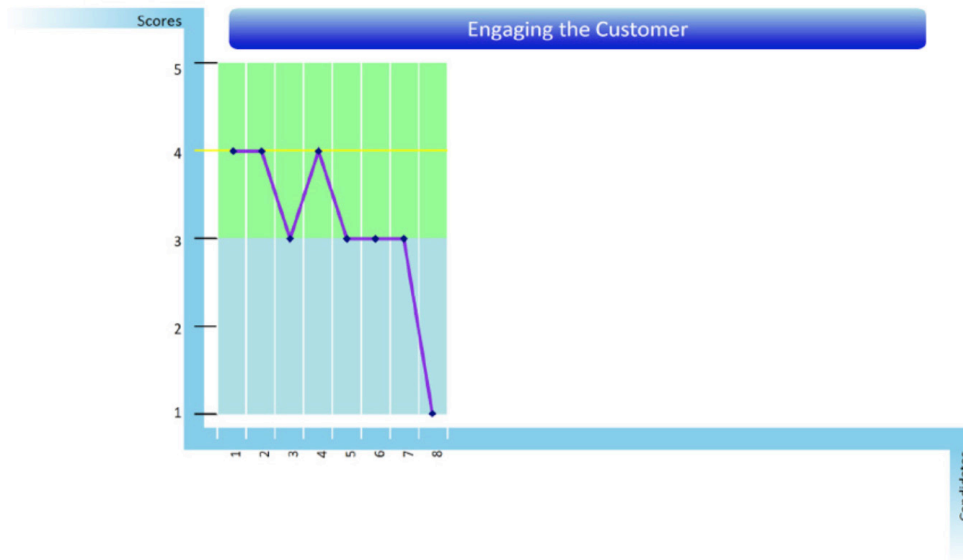
Capabilities above the **YELLOW LINE** are well above average.

Any competencies outside the **GREEN AREA** indicate areas of priority focus.





Skills Charts – Engaging the Customer



Key:

The **BLUE LINE** shows your team compared to a global external benchmark.

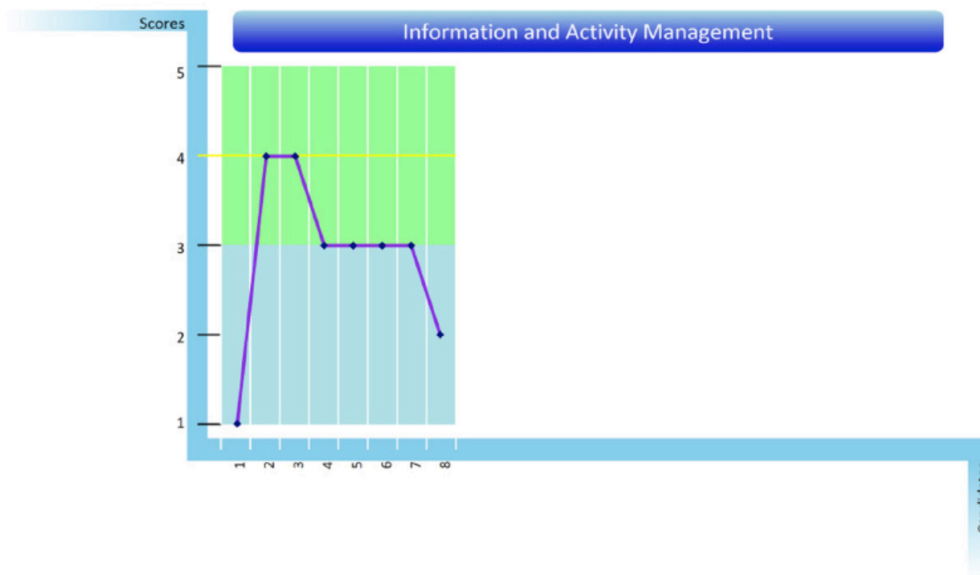
The **GREEN AREA** area indicates the optimal range for the team with the base of the green representing average capabilities.

Capabilities above the **YELLOW LINE** are well above average.

Any competencies outside the **GREEN AREA** indicate areas of priority focus.



Skills Charts – Information & Activity Management



Key:

The **BLUE LINE** shows your team compared to a global external benchmark.

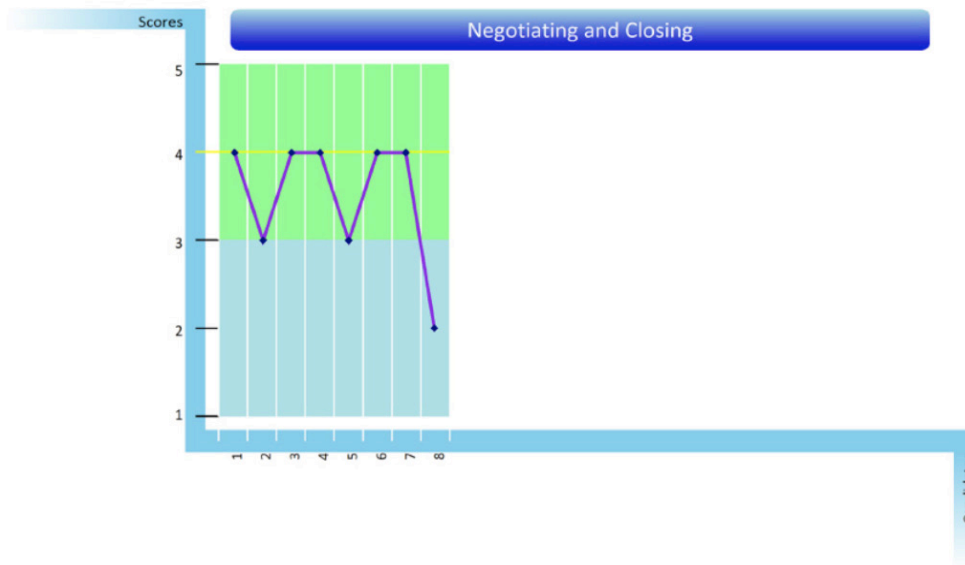
The **GREEN AREA** area indicates the optimal range for the team with the base of the green representing average capabilities.

Capabilities above the **YELLOW LINE** are well above average.

Any competencies outside the **GREEN AREA** indicate areas of priority focus.



Skills Charts – Negotiation & Closing



Key:

The **BLUE LINE** shows your team compared to a global external benchmark.

The **GREEN AREA** area indicates the optimal range for the team with the base of the green representing average capabilities.

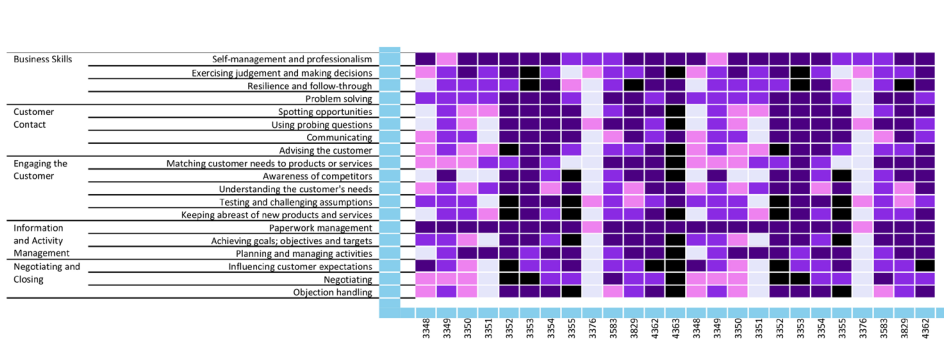
Capabilities above the **YELLOW LINE** are well above average.

Any competencies outside the **GREEN AREA** indicate areas of priority focus.

Personal Development Planner

This final chart should be used to pinpoint development needs from an individual and team wide perspective. Horizontal view shows level of team wide skill; vertical view shows level of individual skills. The darker the colour, the stronger the level of skill.

From this report, managers can quickly pinpoint exactly which skills are holding back the performance of the team as a whole; and also can identify which skills are holding back an individual. Where an individual displays many lighter shades, it is indicative of a sales person with little basic level of sales skill.



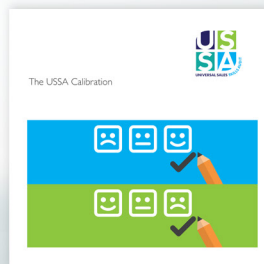
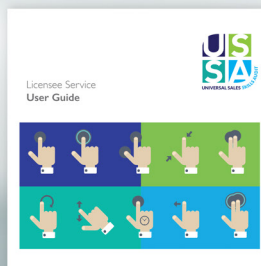
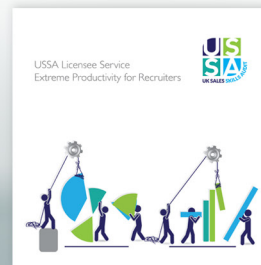
Key:

Individual candidates are represented by the vertical columns on the heat map (see Index file for key of who is represented by which number)

- HORIZONTAL ROWS** show team wide view per assessed area.
- DARKER COLOURS** represent higher level of capability;
- LIGHT COLOURS** represent weaker capabilities.
- AREAS THAT ARE PALE** represent areas of priority focus



Useful Resources



Available to download at www.universalsaleskillsaudit.com



www.UniversalSalesSkillsAudit.com





www.UniversalSalesSkillsAudit.com

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