

SSA

SALES SKILLS AUDIT
LIMITED

The Leading Body for Sales Skills Assessment



Professional tools to optimise sales performance

Who are we?

We are people passionate about best practice in sales - so much so that we built an entire business around helping you do just this!

Sales Skills Audit's assessment tools are our own product and have been used by major corporations since 2007.

Our executive team have an extremely broad-ranging portfolio of skills and experience that includes the establishment of the MSSSB for the UK government (the Marketing & Sales Standards Setting Board, now the NVQ curriculum) as well as sitting on the boards of numerous successful companies.

The biggest common denominator of the SSA boardroom is our passion for sales. Each member has personally sold products and services, managed a sales team or two, hired countless sales executives, and held sales directorships in numerous corporations. They collectively adore best selling practice and loathe poor customer contact.

Our 'bite-sized' e-commerce assessment service (the USSA) was developed in response to the shocking findings of the UK Commission for Skills report published in March 2012, where they asked 85,000 firms in the UK about their employees' skills. Sales was the worst performing role, with 58% of firms saying their sales people lacked Customer Handling Skills; and 47% of firms reporting that their sales people lacked Core Job Skills. Clearly a job for SSA Limited!

Contact us

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1. Find sales skills gaps

2. Fix sales skills gaps

3. Fly, let them soar



Sales Skills Assessment.

If you want to circumnavigate the world you must start by placing your pin in the map. Where are you now and where do you want to head to? The same applies to managing the L&D journey of your sales team, you need to know where they are now before you map their course towards a higher level.

What type of questions can be answered?

- > How developed are your staff's communication skills?
 - > Do they have the techniques to make a sales prospect feel comfortable?
 - > How well do they understand your prospect's business?
 - > How clearly do they understand the importance of planning and preparation?
 - > How your team measures up to those high performing sales people already in the field, your competition? The gap between these executives and your team is money you are leaving behind on the table.
 - > The person who just impressed you in an interview, can they be dropped into the field or do they require training before customer contact?
 - > Do your sales executives have the right skills for the job you want them to do? e.g. account management, business development, strategic selling, solution selling, etc...
- ... you get the idea!*



What types of assessment do we offer?



The **Universal Sales Skills Audit** consists of bite-sized assessment modules with the accuracy and reliability of our 'full fat' service and are quick, economical and can be self-managed. Known as the USSA, these modules are typically 30 minutes or less and can be bought and managed online by the manager.

The USSA is ideal as:

- > Your gateway to the world of sales assessment
- > Getting to grips with a large or new sales team
- > Recruiting new sales executives - will they need pre-training?
- > Managing high volume CV job applications
- > Finding sales skills gaps and focusing training for immediate sales uplift



Our **Sales Talent Assessment** product (STA) is the 'full fat' assessment tool which is the world's only role-specific sales assessment product. With 20 selling roles, from Customer Service Staff to Sales Leaders, STAs can be ordered direct from SSA Ltd and are extremely comprehensive assessment tools covering both psychometrics and selling skills.

The STA is ideal for:

- > Employing sales staff that are specifically adept at your required sales methodology
- > Prompting uplift in performance from senior sales staff
- > Managing highly paid, well-trained executives who are responsible for significant revenue

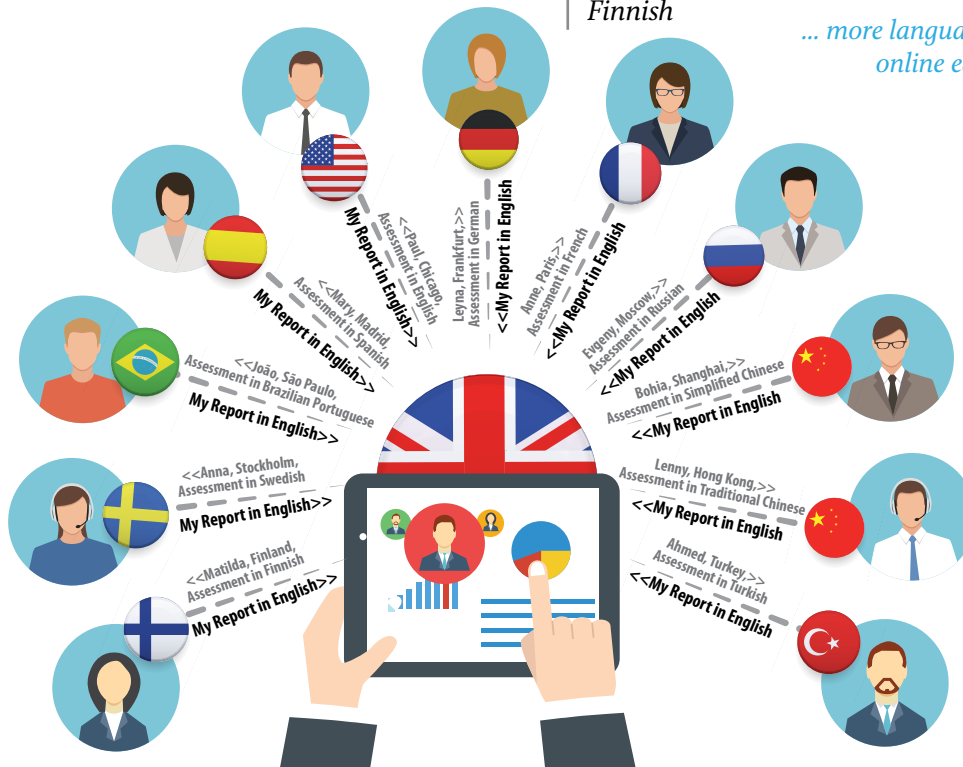
My sales team is international, will it work for me?

All our assessment products are sat online and the USSA 'Core Skills' is available in 14 different languages, so the answer is yes! SSA assessments represent an international standard for selling skills. Your staff will be benchmarked against all previous candidates from over 40 different countries.

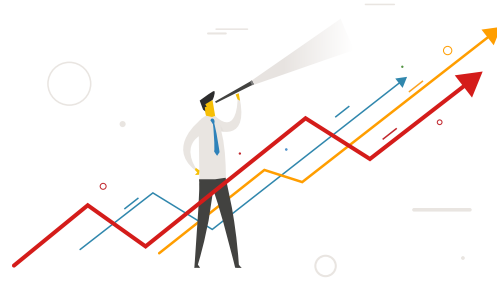
However, assessing sales staff from around the world does not mean you need to be fluent in every chosen language. When booking USSA assessments you can decide which language each member of staff takes the assessment in, but then also which language you would like to receive their report in. Pretty clever, huh?

English (International)
English (US)
Brazilian Portuguese
Russian
Chinese (Traditional)
Chinese (Simplified)
German
French
Dutch
Spanish
Latin American Spanish
Swedish
Turkish
Finnish

*... more languages coming
online each quarter*



Find...sales skills gaps



The USSA, our bite-sized assessment, carries more weight than most and for many employers is all they need!

The Universal Sales Skills Audit (USSA) offers a suite of assessment modules that you purchase online and can manage entirely on your own. Managers simply decide which modules are appropriate for their members of staff and then dispatch 'assessment invites' via their own licensee account.

PDF reports are automatically emailed back to the manager once each employee completes their assessment. Team reports are available too. Purchasing assessments is simple; users pre-buy 'Credits' which are then spent online according to your own pace and budget requirements.

What “good sales performance” looks like TODAY.

Our data is dynamic, so all of your staff will be compared to all of our previous 27,000+ candidates.

Every single assessment ever taken contributes to our database of good and bad sales performance, enabling you to benchmark your staff in a real, 'live' sales performance comparison with data less than 24 hours old!

A Universal Sales Skills Audit report:

- > Is quick and easy to use
- > Has clear graphics and graphs, making it easy to interpret
- > Is fast - delivered to your inbox within 60 minutes of completion
- > Is reliable, and enables clear comparison of what good sales performance looks like TODAY





Your USSA assessment options



Individual Generic Sales Skills



Customer Contact Skills cover the essential preliminary steps in creating a comfortable professional relationship and then generating an initial interest in your application, product or service.

1 CREDIT. APPROX. 8 MINUTES



Customer Engagement Skills are required to effectively engage the customer in constructive conversation and to start the process of qualification. The objective is to gain an accurate understanding of the customer's requirements.

1 CREDIT. APPROX. 8 MINUTES



Negotiation & Closing Skills establish the specific value to the customer of the relevant benefits. Successful closing of the deal then follows. This process will often involve simple financial metrics which define and illuminate the value proposition.

1 CREDIT. APPROX. 8 MINUTES



Information & Activity Management Skills are the necessary platform for working effectively and efficiently, with disciplined planning and reporting. These skills facilitate and motivate the achievement of goals and targets.

1 CREDIT. APPROX. 8 MINUTES



Business Skills establish personal and company credibility so that the customer respects you and takes your sales proposition and your future relationship seriously.

1 CREDIT. APPROX. 8 MINUTES

Generic Sales Skills Packages



Core Skills is our most popular module as it contains our 5 essential selling skills assessments: Customer Contact, Customer Engagement, Negotiation & Closing, Information & Activity Management, and Business Skills. Core Skills wraps all these modules up into one single assessment.

5 CREDITS. APPROX. 30 MINUTES

Specific Industry Sales Role Assessments



Automotive Retail Sales. In order to deliver the lifestyle aspirations inherent to in the automotive marketplace, the Automotive Retail Sales role requires the deployment of professional sales techniques – in a showroom, over the phone and via e-media – to identify and engage with customers and prospects to deliver a specific brand proposition.

8 CREDITS. APPROX. 40 MINUTES



Retail Sales Consultant. When consumers go into a store today they expect the shopping experience to deliver significantly more than they can get through 'shopping the web'; indeed, they expect Retail Sales Consultants to be able to interpret, understand and act on their aspirations, needs and desires in such a way as to create customer delight with each and every engagement. The Retail Sales Consultant has become the face and voice of the company's brand and has to deliver on that brand promise in every way. This requires Retail Sales Consultants to have both strong sales capabilities and the facility, as well as the facility for exceptional levels of customer service and engagement, to ensure the consumer experience delivered matches the brand promise.

8 CREDITS. APPROX. 40 MINUTES



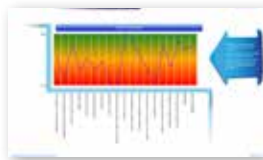
Managing teams, departments & countries!

The **Universal Sales Skills Audit** can crunch data and analyse group sales performance in teams ranging from just three to several thousand. So long as you organise your staff into the correct groups prior to assessment, the USSA can compare regional offices, staff by line managers, sales executives by product lines, country by country. The sky is the limit!

Simply add "Team Report" to your order when assigning assessments and name each "team" in order to identify them post-assessment.

The Team Dashboard

Team Dashboard Reports handle groups between 3 to 25 executives. Once the final candidate completes their assessment, the Team Dashboard is automatically triggered to your inbox. Team Dashboards quickly and easily highlight areas of team strengths and weaknesses, including individual needs analysis, and conclude with a simple "heatmap" summary. With one single document you can review the whole team's development requirements, as well as isolate how individuals contribute towards this.



The Comparator

The Comparator is an online portal where you can upload individual Team Dashboard reports and join the data together for some powerful statistical analysis. Join all your global reports together for one clear, corporation-wide skills benchmark average and then start to compare regional offices on top of this graph. So long as you organise your teams correctly prior to assessment, there is no limit to the number of departments, sales roles, or country-specific comparisons you can make.



Fix...sales skill gaps



e-learning aligned to the USSA Core Skills



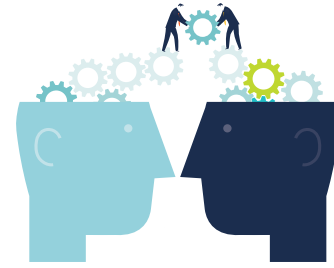
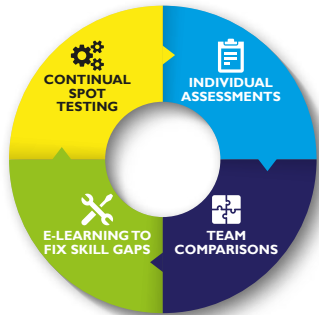
There are 19 Sales Skills Audit e-learning modules to choose from. Each one maps directly to the sub-competencies identified in an individual assessment report, allowing you to focus sales training on the precise areas most likely to yield an uplift in sales performance. Use your **Team Manager** portal to fully automate this process by simply clicking **Proceed** in order to dispatch personalised e-learning invites to executives.



Your **Team Manager** will automate the steps from sales assessment to sales training.

And now your sales learning and development journey is complete. This is what we call the '54 essential selling skills cycle', keeping your executives on top of their game, this year and every year!

Run this cycle once per year and you'll be well on your way to optimising sales performance. It doesn't matter what size your team is, 5 local executives or 5,000 worldwide, the **Team Manager** portal will take care of the job!



E-learning Modules

Business Skills Modules

- Self-management and professionalism
- Exercising judgement and making decisions
- Problem solving
- Resilience and follow-through

Customer Contact Modules

- Spotting opportunities
- Communicating
- Using probing questions
- Advising the customer

Engaging the Customer

- Awareness of competitors
- Understanding the customer's needs
- Matching customer needs to products or services
- Keeping abreast of new products and services
- Testing and challenging assumptions

Information & Activity Management

- Paperwork management
- Achieving goals, objectives and targets
- Planning and managing activities

Negotiating & Closing

- Influencing customer expectations
- Negotiating
- Objection handling

Fly... let them soar



Sales Talent Assessments (STA)

Sales Talent Assessments (STA) are the only assessment product in the world that aligns to specific sales roles, from customer care and telesales to key account management and sales leadership. These in-depth assessments include psychological, motivational and intellect questionnaires and tests, and have been proven on billion dollar corporations for more than 10 years now.

Many of our clients progress from using the USSA to this more substantial assessment tool. However, it is not uncommon for employers of top-flight sales executives, those responsible for significant turnover, to go direct to the STA for recruitment and personnel development.



STA assessments can:

- > Help you organise & recruit the right executives for the right sales role
- > Drive up sales across your business - fast
- > Give you a clear and concise skills analysis in an actionable format for line managers to implement immediately
- > Provide summary reports and Dashboards for C-suite executives implementing sales change programmes and driving sales performance

STA reports are typically in two parts, a Sales Talent Assessment Summary and a Detailed Skills Report which is ideal for one-to-one consultation





Your STA options

Ensuring the right person is in the right role is a vital component of every organisation's talent management strategy; not only is this the key to optimising the performance and return from your sales operations, it also facilitates retention of top talent. Therefore, selecting the right role against which to assess each individual is essential in order to derive maximum value for your business from the Sales Talent Assessment process.

STA is the only sales assessment product to offer the following 21 sales roles:

Role Group One

Sales Leader

Role Group Two

Sales Manager

Role Group Three

Enterprise Channel Manager

Key Account Manager

Account Manager

Sales Account Manager

Internal Account Manager

Business Development Manager

Channel Manager

Strategic Selling

Solution Selling

Application Selling

Transactional Selling

Role Group Four

Contact Centre Selling (outbound)

Contact Centre Selling (inbound)

Automotive Retail Sales

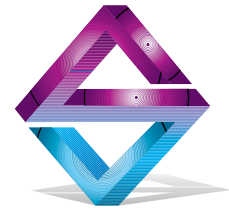
Retail Sales Consultant

Pre-sales Consultant

Post-sales Consultant

Sales Logistics Consultant

Customer Service Specialist



Buying and accessing STAs

Similar to the USSA, candidates sit STA assessments online, usually in 15 to 20 minute intervals over a few days (they are modular so can easily fit around a busy lifestyle). Assessments can be purchased direct from Sales Skills Audit who will process your order and then dispatch the assessments on your behalf.

Sales Skills Audit can also provide assistance in choosing the right assessments as well as follow-up consultancy for report delivery and consultation through to general sales performance advice.

Email Mark Blezard,
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Visit
www.SalesSkillsAudit.com
and go to www.SalesSkillsAudit.com for sample reports and guides.

SSA

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“Without doubt, the best set of profiling questions I have completed (and I've done some American formats). If anything, gave you the chance to set an aspiration target, really good.”

MH, Sales Manger, The Jelf Group PLC

“We found the USSA assessment to be of high validity and consistent with individual sales performance. The 5 modules covered almost all of the key areas in sales competency and the team reports offered a very clear comparison for both individuals as well as identifying team strength and weaknesses. It can be used for sales talent screening during both interview and personnel development processes.”

Rachel Zhang | 张晓东
HR Department Manager, VNU Exhibitions Asia

“A very easy to use, insightful survey methodology that helped us to put a line in the sand from which to plan a strategy for sales development going into what will no doubt be a challenging new year.”

Brian Tobin
Head of Learning and Development, Lavendon Group

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Visit www.saleskillsaudit.com and hit the **Open An Account** link on the home page