

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). They also sit 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 **Core Skills** e-commerce assessment service (the SSA) 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!

Tel: +44 (0) 333 242 3751
sales@saleskillsaudit.com

1. Find sales skills gaps

2. Fix sales skills gaps

3. Fly, let them soar



Why assess selling skills?

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 does your team measure 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.
 - > Can the person who just impressed you in an interview be dropped straight into the field or do they require training before customer contact?
 - > Are your top performers 'freewheeling' simply because they have the best accounts? Could they be contributing more to the bottom line?
- ... you get the idea!***



What's a typical return on investment?

If you are new to running sales skills assessment programmes, here are two statistics that will make you sit up! Whether you are recruiting sales executives, or are responsible for sales performance, sales enablement, or a sales trainer, there is an ROI for you below...

37%



Employers who use a well validated pre-hire sales skills assessment tool report 37% more of first-year reps achieving quota compared with non-adopters. This statistic was published in a report from Peter Ostrow of The Aberdeen Group, titled 'Assessments in Sales Management'.

15%



Our clients report a sales uplift of between 10% to 15% from following our programme of running the SSA sales assessment tool, **Core Skills**, and actioning training derived from the results.

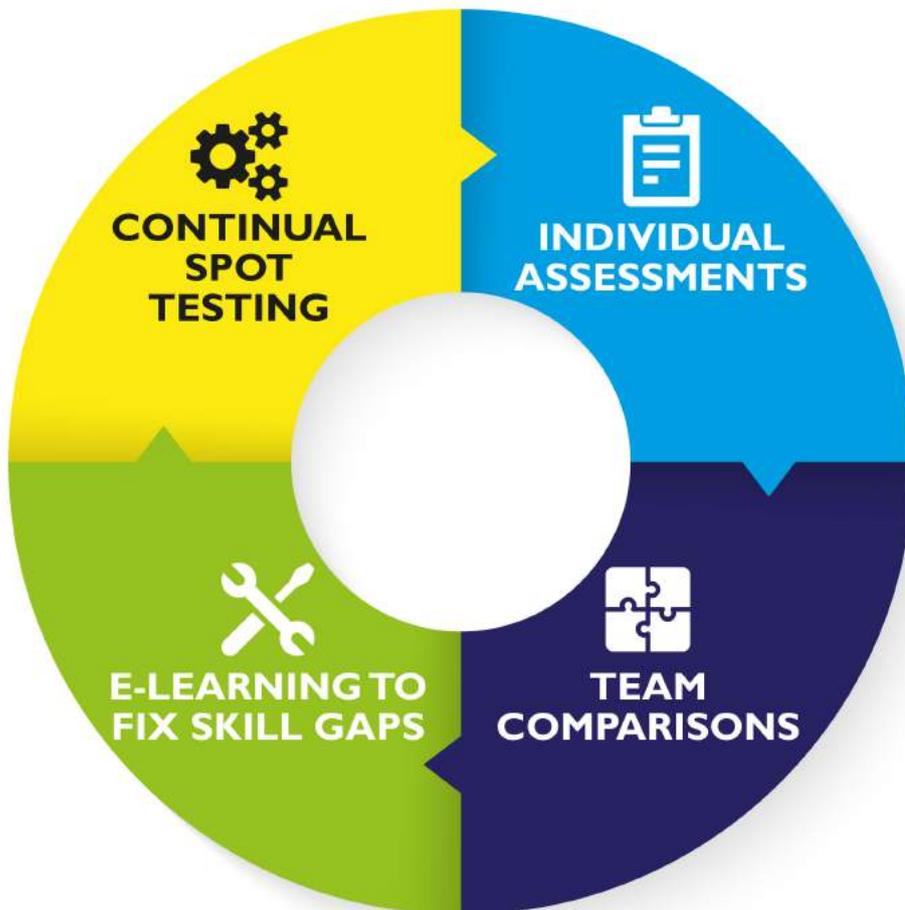
It is time to deploy SSA to find out what your executives are really capable of.



"Now think, Harris, what did you do different on that day?"

How do I manage a sales performance uplift?

Managing sales skills for a sales uplift is not a single job. It is a continuous cycle. Even the most seasoned sales professional will experience 'skills fade', so we recommend you follow this process on an annual basis.



Your **Sales Skills Audit** account will take care of this cycle from start to finish.

Following each assessment, a personalised 'sales L&D' schedule is produced for each executive. Simply click on our recommendations to forward a bespoke, targeted, e-learning course that is tailored specifically for each individual executive. This, in turn, maximises the likelihood of a rapid sales performance uplift.

Team reports are automatically generated so that you can overlay team scores year-on-year. This way you can compare skills levels against year-to-date sales and start to be really scientific in your management of sales performance.

My sales team is international. Will it work for me?

All our assessment products are conducted online and the SSA **Core Skills** is available in 17 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 SSA assessments not only can you 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?

Arabic
Brazilian Portuguese
Chinese (Traditional)
Chinese (Simplified)
Dutch
English (International)
English (US)
Finnish
French

German
Italian
Latin American Spanish
Portuguese (March '21)
Russian
Serbian
Spanish
Swedish
Turkish

Need a language? Contact us to discuss, we are loading new ones each year...



How does it work? What does it look like?

Our **Core Skills** assessment is industry generic and covers 54 essential selling competencies that anyone with 'Sales' in their job title MUST have under their belt. Our data is dynamic, so all of your executives will be benchmarked against over 36,000 previous sales professionals – showing you just how competitive they really are!



Load the names and email addresses for each sales executive into your account. Click 'Book & Send' to dispatch them an e-mail invite to sit the assessment.

In less than 30 minutes your executives will answer and score a number of sales scenarios that relate to each specific selling competency.



As soon as they've completed the assessment, individual reports start to appear in your account. You now have the option to book our own recommended e-learning modules or forward the reports to your preferred sales trainer in order to fix sales skills gaps.

Working with individual sales executives

Everything we do starts with an individual sales executive. First they complete the assessment and then we start delivering valuable insights regarding likely strengths and weaknesses. 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 drawn from over 36,000 professionals worldwide.



An SSA **Core Skills** report is:

- > Quick and easy to use
- > Full of clear graphics and graphs, making it easy to interpret
- > Fast - delivered to your inbox within seconds of completion
- > Reliable, enabling clear comparison of what good sales performance looks like TODAY



The SSA **Core Skills** assessment covers 54 essential selling competencies in 5 areas of sales. It is taken in one single sitting, takes less than 30 minutes, and includes these critical modules:



Customer Contact Skills



Negotiation & Closing Skills



Business Skills



Engaging the Customer Skills



Information & Activity Skills

Working with multiple sales teams

No matter what your sales management responsibility is EMEA, APAC, Global Sales, Regional Manager... we've got you covered. Your SSA account can handle teams of 2 to 5,000+.

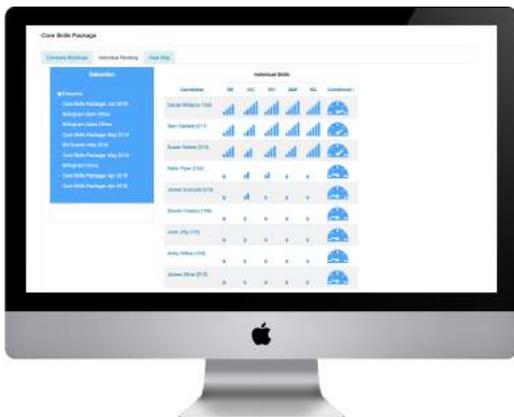


View the combined strengths and weaknesses of each team and office.

Join and overlay teams and regions to compare offices, line manager performance, or add all teams together to view a company-wide average benchmark.

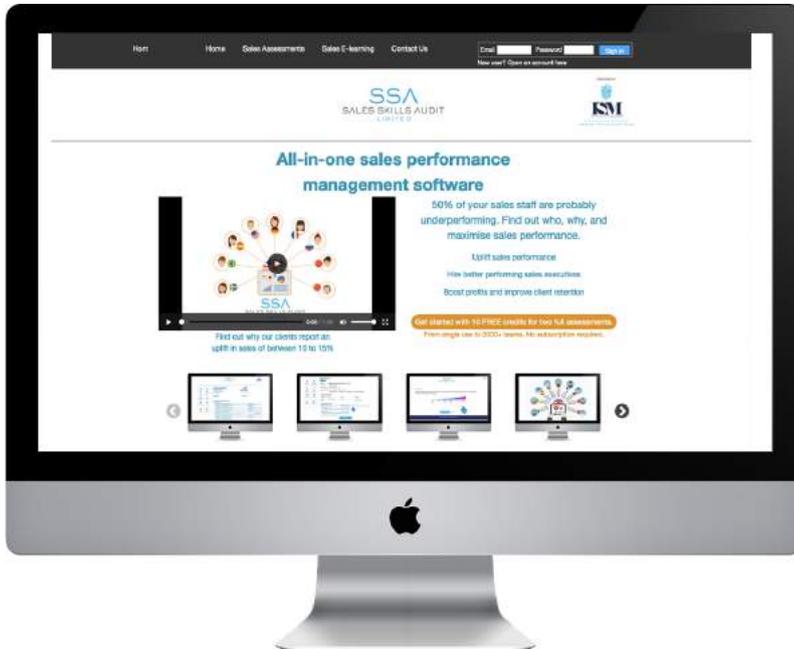


List every single sales executive in your organisation according to sales skills strength.



How do I start? How much does it cost?

Everything we do is online. Simply open your account at **www.SalesSkillsAudit.com** and you are up and running. We even gift you enough credits to run your first two **Core Skills** assessments!



The SSA **Core Skills** assessment works on a credit system. One **Core Skills** assessment requires 5 credits.



The SSA **sales e-learning modules** require 4 credits each and will remain active for the candidate for 30 days.

Up to 250 credits - £19.90 each

251 to 1,250 credits - £17.95 each

1251 + credits - £16.95 each

Purchase online from your account homepage or contact us for a credit account at sales@saleskillsaudit.com.

www.SalesSkillsAudit.com

What our clients have to say about SSA

“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 Manager, The Jelf Group PLC

“We found the SSA 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

ENDORSED BY



We are the only assessment approved by the global sales qualification accrediting body, the **ISM**, and our assessments are the only ones built on peer reviewed UK Government National Occupational Standards for Sales. This means they work and are fully valid.

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Sales Skills Audit Ltd

Tel: +44 (0) 333 242 3751

e: sales@saleskillsaudit.com

Festival House, 39 Oxford Road, Newbury, Berkshire RG14 1JG UK