

# Sales Excellence Assessment<sup>SM</sup>

Fact-Driven Sales Management and Coaching Solutions

## Overview

*Sales Excellence Assessment<sup>SM</sup>* helps companies implement consistent and measurable sales talent coaching and development processes. This web-based assessment tool provides front-line sales managers the information they need to effectively improve sales force performance in the areas of opportunity identification, opportunity management, and relationship management.

The assessment first clarifies the organization's business objectives, and then requires salespeople to rank the skills they believe they are exhibiting and the importance of those skills in their selling environment. Sales managers complete the same assessment in order to collect a 180-degree picture. This intelligence enables managers to improve the quality of coaching sessions to generate consistent results.

By helping create constructive dialogue between managers and their salespeople, *Sales Excellence Assessment<sup>SM</sup>* supports thorough feedback on sales activities and behaviors that need to be addressed. Results can be communicated up so C-level executives can better understand and support training and development initiatives.

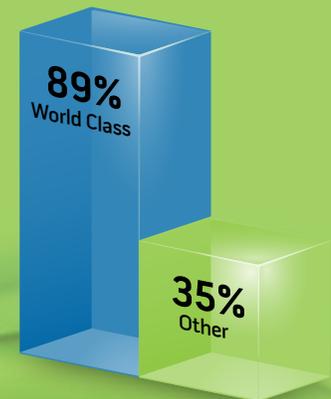
*Sales Excellence Assessment<sup>SM</sup>* may be the right solution if your company is trying to:

- Improve the overall effectiveness of sales managers.
- Provide sales managers advanced information to support better coaching.
- Enrich the constructive dialog between sales managers and their teams.
- Enhance adoption of training and change initiatives.
- Prioritize and track ROI on sales training investments.
- Introduce new sales skill-focused metrics to track the effectiveness of you sales transformation project.

## Measuring for Success

Learning to recognize success can help organizations nurture their sales force toward greater excellence. Eighty-nine percent of World-Class Sales Organizations indicated that they were continually measuring their sales force's improvement to encourage best practices and help bolster performance.

**We continually measure the improvement of our salespeople.**



# Program Facts

## Sales Excellence Assessment<sup>SM</sup>

### Who Should Participate

All members in your sales organizations from senior leadership to front line sales will be involved in defining the unique critical skills for each and every sales role. Sales managers will use the data collected pertaining to their team to aid in coaching and developing the skills that will most influence their ability to meet and exceed quotas and maintain profitable relationships.

### How Your Organization Will Benefit

Enable field sales to:

- Have more data-driven coaching conversations with managers.
- Pin point individual strengths and weakness.
- Have a clear road map to better focus sales and relationship activities.
- Have a clear process for demonstrating skill improvement.

Enable sales management and senior leadership to:

- Identify misalignment between management and leadership teams.
- Identify lack of sales activity surrounding critical skills.
- Better focus resources for sales improvement.
- Develop lead indicators of deficiencies in the sales organization.
- Regularly track progress towards improving sales performance.

### Delivery Options

The *Sales Excellence Assessment<sup>SM</sup>* is a web-based, 180-degree assessment that involves sales managers and each of their sales team members. Typically, organizations run the *Sales Excellence Assessment<sup>SM</sup>* alongside normal performance review processes, about every six to eight months.



### Related Offerings

**Predictive Sales Performance<sup>SM</sup>** – Tool for making calculated hiring, placement, and promotions decisions.

**Strategic Selling<sup>®</sup>** - Comprehensive strategy for winning complex sales.

**Conceptual Selling<sup>®</sup>** - Communicate effectively to uncover and align with the customer's buying process.

**Large Account Management Process<sup>SM</sup> (LAMP<sup>®</sup>)** – Strategic planning for protecting and growing key accounts.

### About Miller Heiman

Miller Heiman helps companies and individuals that compete for high-value, business-to-business sales develop strategies, processes and skills to consistently win business – especially when the sales process is complex and the marketplace demanding. We are the world's largest sales performance consulting and training firm and the preeminent thought leaders in the space. Quite simply, nobody knows sales performance better than we do. With corporate headquarters in the United States, United Kingdom, and Australia, Miller Heiman offers programs worldwide in 20 languages.