

# Sales Skills Assessments



Sales Readiness Group

## Improve Sales Effectiveness

Sales Readiness Group's in-depth sales assessments help sales organizations improve their sales effectiveness.

Our sales assessments have been developed specifically for sales professionals and target 80 key sales skills and behaviors in the following areas:

- ▶ Selling Skills
- ▶ Product Knowledge, Application, and Service
- ▶ Communication
- ▶ Interpersonal Relations

Our sales assessments can be customized to pinpoint the specific skills and behaviors that are most relevant to your sales team and industry. Our assessment consultants are available to work with you to interpret assessment results.

SRG's sales assessments are all designed as multi-rater assessments that can be configured as 180° or 360° assessments that can include assessments by self, peers, managers, and customers.

SRG sales assessments are all administered online using our state-of-the-art technology platform. Our on-line assessment platform automates the sales assessment process from sending out assessment invitations and reminders to compiling detailed reports for individual sales professionals and entire sales teams.

SRG's detailed reporting and analytics allow companies to determine specific areas for improvement within their sales teams and for individual sales professionals.



### How You Will Benefit:

- ▶ Understand your team's real strengths and weaknesses
- ▶ Conduct comprehensive skills gap analysis
- ▶ Benchmark team & individual skill levels
- ▶ Lower turnover
- ▶ Maximize effectiveness of training initiatives

### Optimized for Sales:

- ▶ 80 key sales skills and behaviors
- ▶ Customizable to your sales organizations unique needs
- ▶ Multi-rater sales skills assessment
- ▶ Automated online assessment technology
- ▶ Detailed reports reporting and analysis highlight areas for improvement Detailed reports reporting and analysis highlight areas for improvement
- ▶ Team Summary Reporting
- ▶ Individual Feedback Report

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