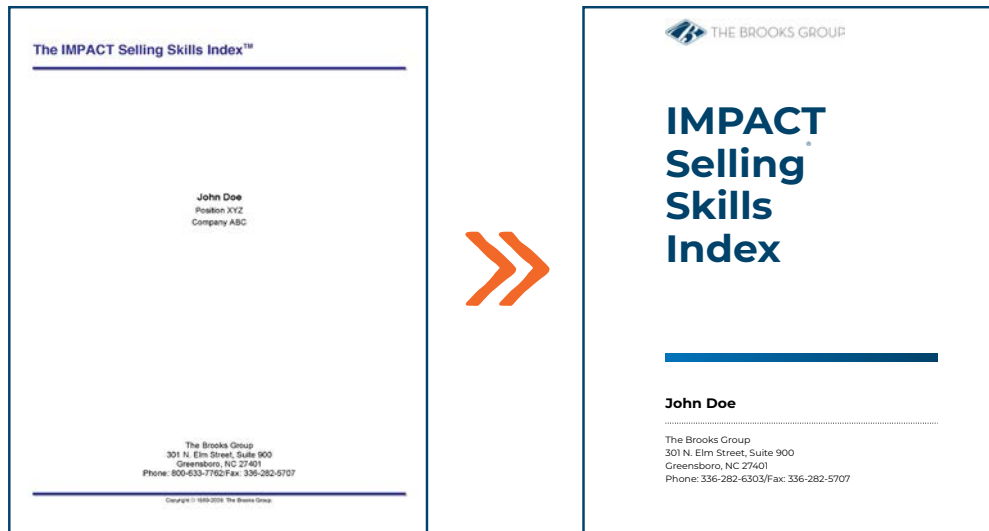


ASSESSMENT UPDATE: **IMPACT SELLING® SKILLS INDEX**

We've updated the **IMPACT Selling® Skills Index (SSI)** to provide a better experience for our clients.

OLD VS. NEW



WHAT'S NEW?

MODERNIZED QUESTIONS

The questions have been updated to better reflect today's modern selling environment.

As the leading experts on sales performance, The Brooks Group's input in this area has further increased the accuracy of the results.

REDUCED NUMBER OF QUESTIONS

The number of questions has been reduced from 67 to 48.

This streamlines the process significantly, while still providing a robust analysis of a respondent's capabilities.

DEMOGRAPHICS COLLECTION OPTION

By electing to answer optional demographic questions, your team can help us provide better insight based on industry, role, performance status, and more!

NEW MILITARY RECRUITING VERSION

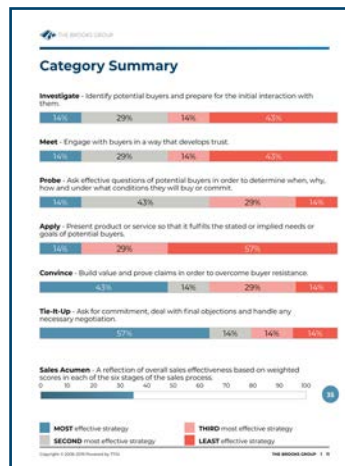
We've translated the power of the IMPACT Selling® Skills Index into a tool for Military clients to help them in their recruiting efforts.

We made these changes to enhance your experience and further improve your hiring and talent management success. If you have any questions about the new SSI assessment, don't hesitate to reach out to your representative.



PERSONALIZED TIPS FOR IMPROVEMENT

You'll notice that the Least Effective Strategy Analysis has been replaced with personalized Tips for Improvement in each of the 6 steps of IMPACT.



HEATMAP SCORING KEY

The Primary and Secondary Effectiveness ratings have been updated to an easy-to-interpret heat map, giving you a clearer picture of a salesperson's strength and development areas.

The Sales Acumen score has also been updated to be easier to interpret.

FREQUENTLY ASKED QUESTIONS

WHERE DID THE GENERAL CATEGORY GO?

The General category has been replaced with a more useful Sales Acumen overall score. The General category related to overall sales success, but did not relate directly to the sales process (e.g. Time and Territory Effectiveness).

Sales Acumen is a reflection of overall sales effectiveness based on weighted scores in each of the six steps of the sales process. This allows questions in certain categories to be weighted heavier than others, rather than a simple average of scores in each category. Success in particular areas leads to overall sales success more than others.

WHERE DID THE QUESTION BREAKDOWN FOR EACH STEP GO?

This breakdown was removed in an effort to simplify the report since the information was not regularly referenced or used.

WHERE DID THE TOP PERFORMER MEASURE GO?

As we update the tool, we are also updating the way Top Performers are calculated. The Brooks Group is in the process of gathering this data and applying it in better ways with more nuance, taking into account not only performance status but also industry, sales role, and go-to-market strategy, so stay tuned!

WHERE DID THE LEAST EFFECTIVE STRATEGY ANALYSIS GO?

Rather than only providing the questions a respondent answered most incorrectly with the most correct response given below, we now provide thoughtful tips on how to improve in each of the six steps of IMPACT.