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

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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.



Investigate	
Category Analysis	
The first stage of any sales process is where information is gathered, the physical activity an overall strategy for face to face selfing is .	prospects are identified, detailed background of traditional prospecting is coordinated and denticped.
1	14%
29%	43%
of the time the 1st or 2nd mo	st effective strategy was chosen.
Tips for Improvement	
and determine whether your company review the document to ensure you ca whether it's been designed with a com	or Proposal (BIFB) you should review the BIFB is a spood fit before proceeding. Cantully in meet their requests as well as to determine gettor in mind. Many tomes, SIFDs are released lected. Your chances is situations like this are re-selected undor.
key member of the organization. An in	to be an internal advocate if they are deemed a ternal advocate must be integral to their ent the information they share with you is
	tools as sources for gathering data prior to all. These sources are typically current and
MOST effective strategy	THIRD most effective strategy
SECOND most effective strategy	

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.

Investigate - identi them: 1444 Meet - Engage with 1466 Probe - Ask effectiv how and under wh	29% h buyers in a 29% e questions		14%		itial inte		with	
Meet - Engage with 360 Probe - Ask effectiv how and under wh	h buyers in a 29% re questions	s way tha	t develops t	rust.		87		
Probe - Ask effectiv	29%	e way that		nuit.				
Probe - Ask effectiv how and under wh	e questions	11/201	34%					
how and under wh					4	5×		
	43		ill buy or co	mnt.	29%		- 16	
Apply - Present pro goals of potential b	sduct or serv ugers,	rice so th	at it fulfills (the state	8 or imp	lied ne	echi or	
14%	29%			1	57%			
Convince - Build va	elue and pro	ve claim	s in order to	overcom	e buyer	resista	nce.	
43			14%	1	29%		14	
Tie-It-Up - Ask for o necessary negotiat	iommitmen ion.	t, deal w	th final obj	ections a	nd hand	Re any		
-	57%			14%	1	496	- 34	
Sales Acumen - A r scores in each of th 0 10 20	e six stages	of the sa	ales effectiv les process 1 60	eness ba 70	sed on v 80	weighte 90	d 100	C
A 100 Percent of the 100 Perc	trategy		THE	O most e	fective s	t-stegy		

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.