



WayAhead Leadership Solutions Pte Ltd

SALES PERFORMANCE ASSESSMENT

There are three components that measure the success of any commercial organization, revenue, profit and share price. There are two groups of front-line people who directly affect those numbers, the leadership and the sales force.

That's why WayAhead Leadership Solutions Pte Ltd also provides a service that measures the effectiveness of your sales force, your key revenue generator. Good leadership is irrelevant if your sales force operates below par. Our Consultants can tell you exactly why your successful sales people enjoy the success they do and how they differ from the average/marginally successful sales people in your team.

We do this by using a proven instrument from the Management Research Group called the SPA, or **Sales Performance Assessment™**. The SPA is a reliable psychometric instrument using a self questionnaire that measure not only how a sales person sells but also what motivates them to sell. Through the trained eye of a WayAhead Consultant the SPA report reveals the primary elements the sales person uses to win business, *e.g. are they very conversant with the technical detail of the product, how much do they rely on their own personality to win over the customer, do they carry out rigorous customer research prior to a sales visit and what motivates them?*

The SPA report paints a vivid picture of the factors that cause your most successful sales personnel to stay at the top of the earnings tree. Having gained a picture of all your sales people you are then with the help of our skilled Consultant, able to compare and contrast your whole sales team and see clearly what sets your most successful people apart from the rest.

This data is interesting on its own, however, the real benefit is in being able to do two things; **a)** establish exactly what the training needs are for the less successful sales people and **b)** create a profile of a successful salesman/saleswoman, enabling you to precisely measure applicants for sales jobs and filter out those that do not match the ideal profile.

The SPA is different to the average psychometric personality profile, in that it specifically targets sales behaviour and motivation. When skillfully applied it opens the door to a more productive sales team, and increasing revenues.