

product data sheet

Sales Talent Dashboards

online sales talent assessment ← ...

Sales Talent Dashboards – insight at the team level

Sales Talent Dashboards open a unique window into the development needs across a sales team or group of individuals performing the same sales role. Sales Talent Dashboards enable you to see how a sales team's capabilities match up to those you would expect to find in a world-class team doing the same job.

They offer a clear route through to optimising the performance of one or more sales teams by providing a detailed, person-by-person, team-by-team development needs analysis – highlighting where the gaps are and, just as importantly, how big those gaps are.

Sales Talent Dashboards provide the capability to focus development precisely when and where it is needed, stretching that precious learning and development budget.

Sales Talent Dashboards work at various levels of the organisation:

Sales Team Dashboard covers up to 25 individuals in the same sales role, providing managers and talent specialists with the insight to identify common development needs across a team or several small teams.

Sales Manager Dashboard does the same for any group of Sales Managers across the organisation.

Sales Leader Dashboard is aimed specifically at providing insight into an organisation's performance capability and potential at the sales leadership level.



‘Sales Talent Dashboard shows at a glance how the team compares with the global High-Performer benchmark for that role highlighting exactly where the competency gaps are.’

How the dashboards work

Sales Team Dashboard provides managers with a detailed but easy-to-interpret overview of performance capability and potential across a whole sales team (derived from individual Sales Talent Assessment data) in terms of factors that drive performance:

- Behavioural competencies,
- Critical reasoning,
- Motivators, and
- Skills.

It shows at a glance how the team compares with the global High-Performer benchmark for that role (diagram 1), highlighting exactly where the competency gaps are.

At the same time, it also indicates which team members are above average for the role (in comparison with a global benchmark), so providing managers with the opportunity to identify which team members are at a competitive advantage or disadvantage compared with the wider sales population.

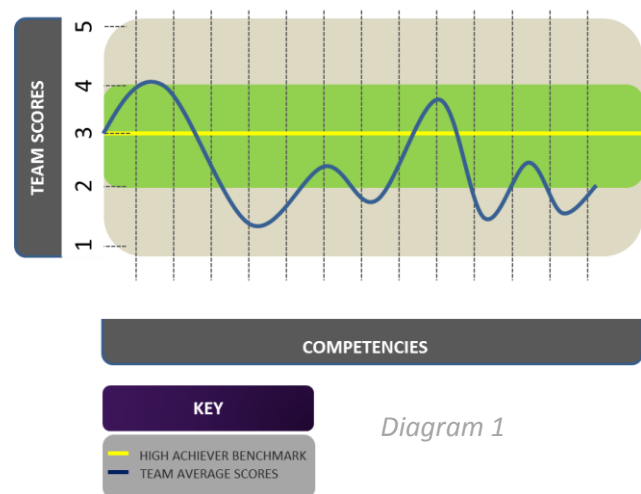


Diagram 1

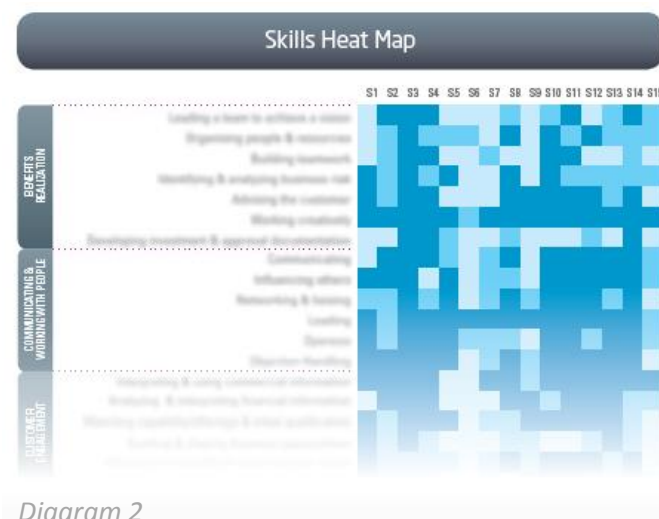


Diagram 2

‘Heat maps’ in the report provide further detail across the team. The Skills heat map illustrated (diagram 2) presents the data with team development needs (specific skills) shown horizontally and individual salespeople’s development needs on the vertical.

There are similar heat maps for behavioural competencies and motivators.

‘Sales Talent Dashboards provide an instant readout of whether team members are at a competitive advantage or disadvantage compared with the global sales population for that role.’

Sales Manager Dashboard and Sales Leader Dashboard perform a similar function at manager and leadership level, respectively.

How our clients use Sales Talent Dashboards

A major industrial corporation headquartered in the Middle-East is looking to expand into Europe and the US as part of its strategy to become the top global player in its sector by 2020. Accordingly, it has initiated a programme to enhance its sales organisation in the relevant geographies.

The company has embarked on a rolling programme of assessments covering the Solution Selling role. In order to understand this complex set of data, the company is able to rely on Sales Talent Dashboards to:

- identify the top 20 per cent of its Solution Selling talent;
- understand the nature and extent of the relevant competency gaps; and
- use this insight to create and implement a programme to address those issues.

The aim of this programme is the ‘seed corn’ the Europe and US geographies with its top talent as part of its expansion strategy. The Solution Selling Sales Talent Assessment will also be used for the supplementary hiring programme supporting this major strategic initiative.

What can Sales Talent Dashboards do for me?

- Sales Talent Dashboards offer deep insight into the performance potential and competency profile of an entire team or group of individuals performing the same role within a sales organisation. Information is provided in a clear, instantly understandable format: it is laid out objectively and analytically to aid effective decision making. Sales Talent Dashboards provide an instant readout of whether team members are at a competitive advantage or disadvantage compared with the global sales population for that role. Sales Talent Dashboards enable managers to target development efficiently and effectively:

‘Sales Talent Dashboards deliver high levels of detail about the performance potential of individual team members as well as the bigger team picture.’

- Focus development precisely when and where it is needed, stretching that precious learning and development budget.
 - Identify at a glance multiple individuals where similar development is needed.
 - Identify and prioritise development initiatives which will enhance overall team performance.
 - De-emphasise or pass over proposed development initiatives which do not address priority areas.
- Comparison of several Sales Talent Dashboards, team by team, enables managers to identify the specific issues that contribute to differing levels of team performance across the organisation.
 - Sales Talent Dashboards provide the detailed understanding of the sales talent issues needed to implement C-suite sales performance strategies.

What makes them different?

- Sales Talent Dashboards deliver high levels of detail about the performance potential of individual team members as well as the bigger team picture.
- Data inputs and reports cover critical reasoning, behaviour, skills and motivators. Along with cultural fit, which is specific to each organisation, these are the key factors which drive performance potential in any sales role.
- Based around the same global High-Performer and above-average benchmarks as our Sales Talent Assessments, Sales Talent Dashboards ensure consistency when formulating and implementing talent management initiatives, thanks to the objective comparisons they enable between teams and with the wider sales population.
- Sales Talent Dashboards are versatile – use one dashboard to cover several teams (up to 25 individuals in the same role) or one dashboard per team to enable comparisons between teams.

Sales Talent Dashboards are part of the Sales Performance Insight Suite. To understand more about how these powerful business tools can help enhance revenues and drive competitive advantage, please contact: SalesAssessment.com Limited, Longcroft, Church Lane, Arborfield, RG2 9JA, UK, t: +44 (0)207 078 8818, e: enquiries@salesassessment.com; or one of our accredited resellers – details on our web site: <http://www.salesassessment.com/about-sales-assessment/our-resellers>