



## product data sheet

### Sales Performance Dashboard

online sales talent assessment ← ...

#### Sales Performance Dashboard – strategic insight for C-suite decision makers

*Sales Performance Dashboard delivers unparalleled insight into the performance potential of the salespeople within an organisation, from a small team to a global corporate's entire sales headcount.*

This unique tool enables the C-Suite and other senior executives to understand the significant sales talent issues within the organisation. Armed with this insight, they are able to develop and initiate relevant strategies to drive revenue performance and create genuine competitive advantage.

Sales Performance Dashboard reveals at-a-glance who your sales High-Performers are, who is above average for the role, who needs skills development or behaviour coaching, and who should be considered for redeployment. It clearly identifies the percentage and number of salespeople who sit within various different 'talent pools'.

It helps inform crucial talent-related decisions in relation to the structure, operation and development of the sales organisation, and enables you to focus on key individuals, as well as at team or organisational level.

Thus, Sales Performance Dashboard is not limited to a broad-brush view: it provides the necessary granularity to enable you to fully understand all the relevant sales talent issues; and it combines with other products in the Sales Performance Insight Suite to deliver a detailed, yet practical, route map to implementing your sales talent strategy. For instance, it



*This sharp-focus representation of your organisation's sales talent instantly puts you in the picture regarding your sales operation's capability and potential to perform as required*

*‘Sales Performance Dashboard provides welcome objectivity in relation to key decisions about hiring, retention, redeployment or promotion.’*

provides the insight you need to decide with confidence whether to invest scarce management and development resources and, if so, where. At the same time, it provides welcome objectivity in relation to key decisions about hiring, retention, redeployment or promotion.

An important aspect of the Sales Performance Dashboard’s functionality is its ability to compare the performance potential of two groups, such as teams from different geographies or, say, a single sales region or division against the whole organisation.

### How it works

Using a familiar Boston Box format, Sales Performance Dashboard plots the performance potential of the relevant individuals for the role they’re being asked to perform in terms of their skills, behaviour and critical reasoning profile. Along with the relevant motivators, these are the key factors that determine an individual’s ability to perform in a specific sales role (See Figure 1).

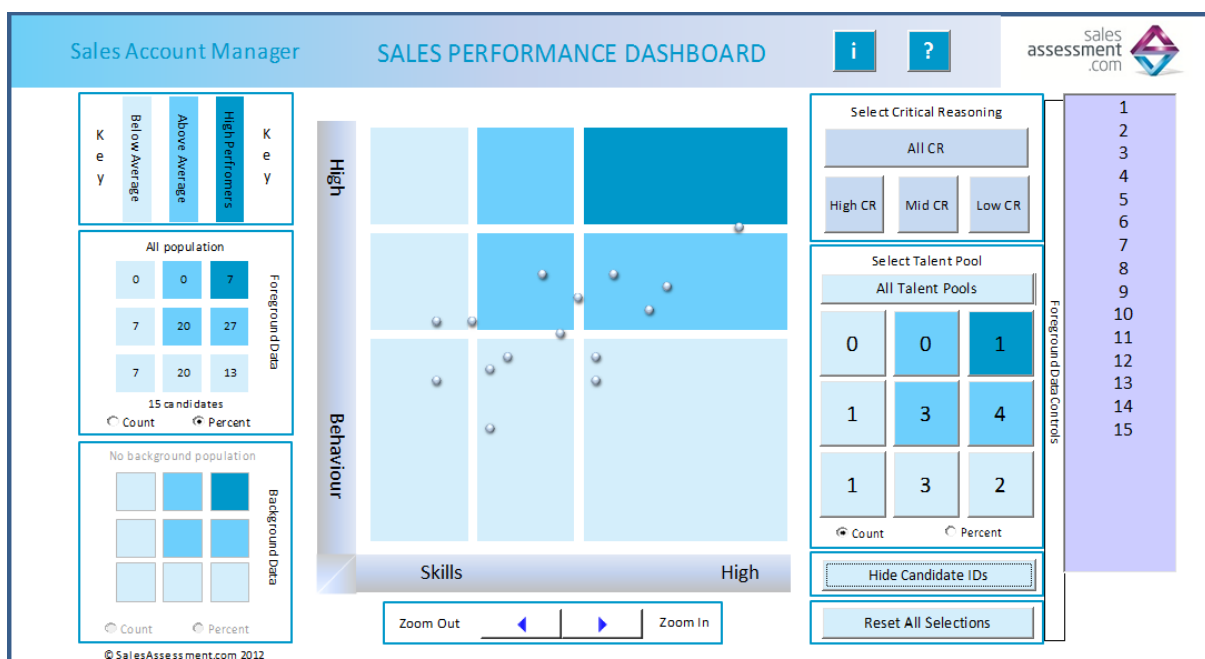
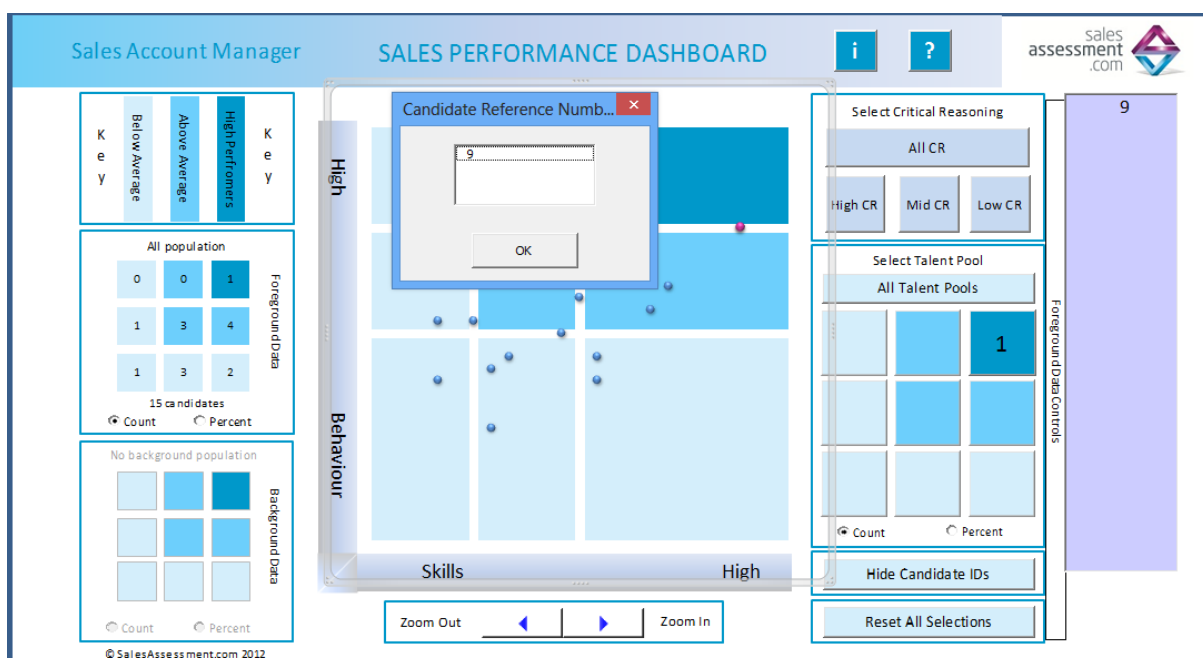


Figure 1 – All Talent Pools.

*‘Critical reasoning data extends the power of the Sales Performance Dashboard even further: this adds a valuable third dimension by widening segmentation into additional talent pools.’*

The interactive display instantly indicates the number and percentage of individuals who fall into a range of pre-defined talent pools, the most important of which are: High-Performers, above-average individuals, rapid improvers, and below-average individuals in terms of their performance potential in their current role.

The chart clearly indicates whether behaviour (Y Axis) or skills (X Axis), or a combination of the two are affecting performance, while clicking on any data-point enables authorised users to identify the individual in question and drill down into their detailed assessment data (see Figure 2).



*Figure 2 – High-Performer Talent Pool (with the one individual in this Talent Pool identified).*

Critical reasoning data extends the power of the Sales Performance Dashboard even further: this adds a valuable third dimension by widening segmentation into additional talent pools, particularly in relation to individuals' speed of development or their ability to tackle certain demanding roles.

‘Overlays provide the means to compare performance across sales teams, regions or organisations.’

Overlays offer the facility to compare two separate populations: for instance, two different teams or geographies, or a team against the profile of the entire sales organisation (see Figure 3).

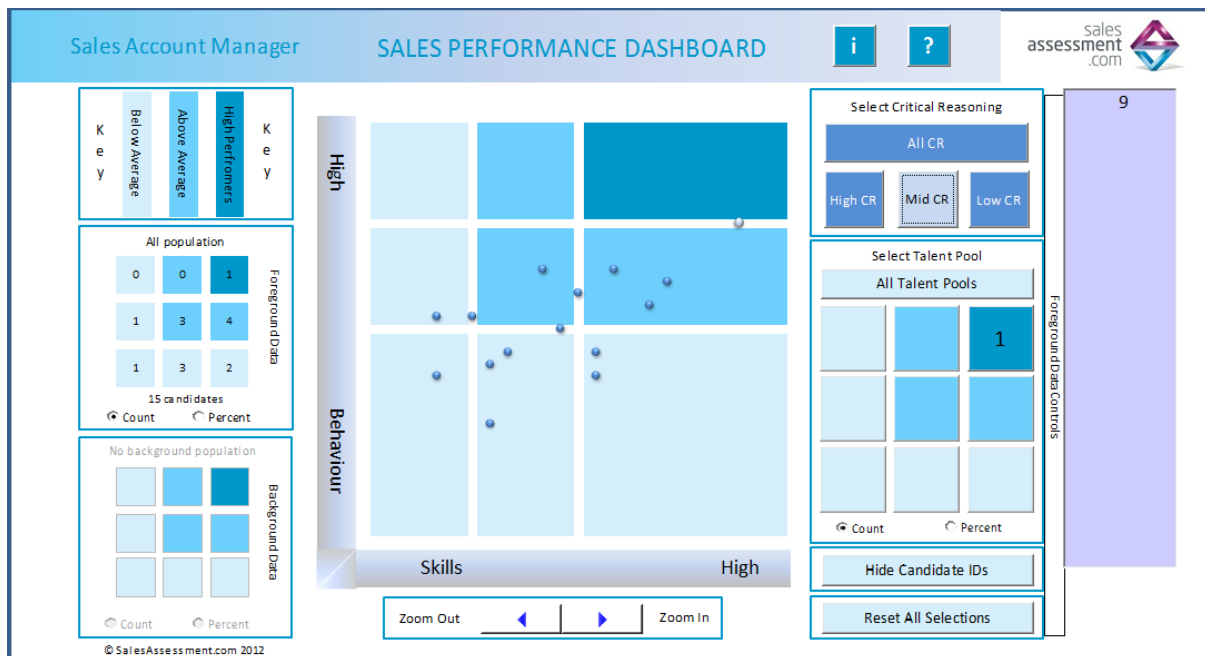


Figure 3 – High-Performer Talent Pool filtered by Mid-level Critical Reasoning.

*‘Sales Performance Dashboard featured heavily in the decision-making process for one multi-national client as part of its worldwide initiative to improve customer service and sales.’*

### *How our clients use Sales Performance Dashboard*

Sales Performance Dashboard featured heavily in the decision-making process for one multi-national client as part of its worldwide initiative to improve customer service and sales.



The tool flagged up behavioural fit to the sales role in question, rather than skills, as a key challenge: this insight was instrumental in saving one division a six-figure spend on traditional sales training proposed by a well-known player in the market. Instead, the organisation was able to focus on coaching to address the behavioural issues. Where there were skills gaps, the diagnostics clearly highlighted what these were and focused the organisation on these areas.

In common with many organisations, this business had also implemented a plan to engage its customer service talent in sales activity. However, the Sales Performance Dashboard highlighted that this re-alignment, though logical, had not taken into account whether the existing talent was capable of making such a transformation. In

fact, the dashboard clearly showed that many customer service staff were very uncomfortable behaviourally in performing a sales role, while many also didn't have either the skills or the critical reasoning (or both) to undertake what the business wanted them to do. Thus, regardless of any investment in skills training, most individuals would have been unlikely to make the improvement required because of the behavioural challenge. The organisation was then able to use this insight to restructure its customer service function accordingly.

*‘Sales Performance Dashboard offers immediate insight into performance potential and talent characteristics across an entire sales operation or any group within that sales organisation.’*

### *What can Sales Performance Dashboard do for me?*

- Sales Performance Dashboard offers immediate insight into performance potential and talent characteristics across an entire sales operation or any group within that sales organisation. Information is provided in a clear, instantly understandable format: it is laid out objectively and analytically to aid effective decision making.
- Sales Performance Dashboard enables you to:
  - Identify and prioritise the individuals in which the organisation should invest.
  - Identify those individuals where no action is required to maintain performance.
  - Identify individuals where retention is a priority.
  - Identify key individuals for a range of specific projects.
  - Identify individuals for redeployment from their existing role.
- Sales Performance Dashboard provides the objective data and facilitates the clarity of thought necessary to challenge pre-packaged, formulaic development interventions that are unlikely to drive long-term sales performance improvement.
- Sales Performance Dashboard enables C-suite executives to formulate winning sales performance strategies, based on an in-depth understanding of the relevant sales talent issues.
- Sales Performance Dashboard enables managers to understand whether the organisation is at a competitive advantage or disadvantage compared to the wider competition, by clearly indicating the percentage of above-average performers within their organisation for each sales role.

*'Sales Performance Dashboard provides an unbeatable combination of both the 'big picture' overview of your sales talent plus detailed granularity at the individual level.'*

### *What makes it different?*

- Sales Performance Dashboard provides an unbeatable combination of both the 'big picture' overview of your sales talent plus detailed granularity at the individual level.
- Data inputs cover critical reasoning, behaviour and skills – these enable you to identify specific 'talent pools' and pinpoint individual talent with the capability to perform particular roles within your organisation.
- Based around the same global High-Performer and above-average benchmarks as our Sales Talent Assessment data, Sales Performance Dashboard injects consistency into the talent management process, thus enabling you to make valid comparisons across organisational and geographic boundaries, and externally against the global sales population for each sales role.



*The best way to experience the scope and power of Sales Performance Dashboard is to see it in action.*

In order to understand more about how this powerful business tool can help enhance revenues and drive competitive advantage, please contact SalesAssessment.com Limited, or one of our accredited resellers – details on our web site: <http://www.salesassessment.com/about-sales-assessment/our-resellers>.

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## Making sense of sales talent