



FACTS

SALES INSIGHT INVENTORY

A TOOL FOR DRIVING SALES SUCCESS

Team selling to more senior buyers.
Co-developing complex solutions.
Longer sales cycles.

These are the realities you face when adapting your sales strategies to stay ahead of the competition. What it took to succeed under your old sales strategies will not cut it today.

Are you finding the right salespeople to execute your evolving sales strategies?

DDI's Sales Insight Inventory helps quickly identify individuals who possess the profile critical to success in today's sales environment. The inventory can be used as part of a process for hiring new salespeople or as a way to place current employees into new or existing selling roles.

THE BENEFITS

Individuals who score high on the Inventory perform better in sales roles:

- > 15-29 percent higher sales goal achievement.
- > 21 percent more new customer connections.

- > 20 percent higher sales productivity.
- > 8 percent higher customer satisfaction.

In addition to raising the bar on sales performance, the Sales Insight Inventory helps to reduce the time to fill open sales positions—significantly decreasing the number of lost sales days.



THE DETAILS

The Sales Insight Inventory measures sales professionals across three critical areas:

- > Sales Disposition
- > Sales Judgment
- > Sales Effectiveness

Sales Disposition items look at whether individuals possess personal attributes critical to effective sales performance, such as an achievement orientation, resilience and adaptability in the face of obstacles, and easily relating to others. A sample question would be:

1	2	3	4	5
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree

Indicate your agreement with each statement using the scale above.

- A. I am comfortable not immediately knowing the reason for an important event.
- B. I determine what will happen in my life.
- C. I try to collect my own evidence and reach my own conclusions about topics I hear about.
- D. I dislike unpredictable situations at work.
- E. I challenge others' points of view.

Sales Judgment items ask individuals to review typical sales-related challenges and evaluate which responses he or she believes would be most appropriate and effective in advancing a sales opportunity. Participants are scored on their ability to distinguish effective approaches from ineffective approaches. An example would be:

During your first conversation with a new client, you have provided an overview of various product options. As a result, the client has asked for time to review the information before making a final decision. The best approach to concluding the discussion is to:

- A. Ask the customer what his decision would be if he had to make it immediately.
- B. Restate the various options to see if the client has additional questions.
- C. Ask the client to suggest others who may also be interested in your products.

Sales Effectiveness items look at specific behaviors an individual has used in the past to uncover and develop sales opportunities, such as analyzing assignments, aligning sales messages to customer needs, and overcoming objections. A sample question is:

Select the response that most accurately represents your own prior experience. Your typical approach for identifying new sales prospects has been to:

- A. Get referrals from existing clients.
- B. Talk to your friends and family about potential contacts.
- C. I have rarely or never been responsible for obtaining new sales.
- D. Place "cold calls" to identify prospective clients.

PROGRAM IMPLEMENTATION

DDI offers a variety of delivery options for the Sales Insight Inventory:

- > Web-delivered on DDI's portal
- > Web-delivered on customer branded site
- > Paper and pencil with either mail-in or fax-in scoring
- > Integration with other HRIS or Applicant Tracking (ATS) systems

INDIVIDUAL REPORTS

Once an individual completes the Sales Insight Inventory, a report is generated which rates them on each of the eight critical areas of performance and provides an overall sales effectiveness score. This score is translated into an overall band that is highly predictive of performance.

The report provides valuable insight into a candidate's sales disposition and describes common performance implications—both positive and negative—of high and low scores. Other outputs from the report include interview guide questions, and suggestions for tailoring development.

RELATED SOLUTIONS

DDI's *Assessing Talent®: Sales Professional* is a series of highly-realistic simulations that provide a more in-depth evaluation of key selling skills—such as how they would handle an actual sales call or advance a specific sales opportunity. DDI also provides tailored and highly predictive assessment delivered over the phone.

The Sales Insight Inventory can also be used in conjunction with *Targeted Selection®*, DDI's behavior-based interviewing solution. *Targeted Selection®* provides hiring managers with the skills and the structure for conducting quality interviews—ensuring that you have all the information you need to make sound decisions during the hiring and promotion process.

PERFORMANCE REPORTS PROVIDE INSIGHT INTO AN INDIVIDUAL'S SALES POTENTIAL IN CRITICAL AREAS OF PERFORMANCE.

Score Band: A		Considerable Strength
		Strength
		Growth
		Substantial Growth Opportunity

COMPETENCIES	PERFORMANCE INDICATORS
<p>Explores and Expands Opportunities Possesses an energetic and tenacious achievement orientation; proactively seeks business opportunities; strives to gain competitive advantage; takes action for a recognized benefit despite uncertainty of outcome.</p>	<p>Considerable Strength—Candidate proactively strives to gain new business; takes calculated risks to achieve difficult goals; looks for ways to advance or close the sale; looks for opportunities to involve those higher in the organization that can approve/influence the buying decision.</p> <p>Substantial Growth Opportunity—Candidate does not actively seek out business opportunities; avoids uncertainties; passively waits for the client to make a decision; sells primarily through their key contacts.</p>

THE AMERICAS

WORLD
HEADQUARTERS
PITTSBURGH
412.257.0600

MEXICO CITY
52.55.1253.9000

TORONTO
416.601.5500

Other offices include
Atlanta, Calgary,
Chicago, Dallas, Detroit,
Monterrey, Montreal,
New York, St. Louis,
San Francisco, Santiago,
and São Paulo

EUROPE/AFRICA

DÜSSELDORF
49.2159.91680

LONDON
44.1753.616000

PARIS
33.1.41.96.86.86

Other offices include
Johannesburg and
Warsaw

ASIA-PACIFIC

SHANGHAI
86.21.6113.2525

SINGAPORE
65.6226.5335

SYDNEY
612.9466.0300

Other offices include
Auckland, Bangkok,
Beijing, Brisbane,
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Jakarta, Kuala Lumpur,
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ABOUT DDI. It's a grow-or-die marketplace. And having the right talent strategy is crucial. Development Dimensions International will help you systematically and creatively close the gap between today's talent capability and the people you will need to successfully execute tomorrow's business strategy.

We excel in two areas:

- :: Designing and implementing selection systems that enable you to hire better people faster.
- :: Identifying and developing exceptional leadership talent critical to creating a high-performance workforce.

DDI is all about giving you the kind of business impact you want over the long term—that's what we call realization. The work we do together is tied to your organization's strategies and becomes part of your business and your culture.

And if your business is multinational, DDI has precisely the kind of global resources needed to implement your talent initiatives effectively and consistently worldwide.

Take a closer look at www.ddiworld.com

TO LEARN MORE:

EMAIL: INFO@DDIWORLD.COM

WWW.DDIWORLD.COM



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