



FACTS

ASSESSING TALENT®: SALES LEADER 4.0

A TOOL FOR EVALUATING CURRENT AND POTENTIAL SALES LEADERS

How many of your new sales leaders get it right from the start? DDI's research shows that 40 percent of new sales leaders fail because the skills that made them effective as sales associates are very different from the skills they need to become effective sales leaders.

Assessing Talent®: Sales Leader provides organizations with a highly accurate assessment of how a potential sales leader would perform in typical job activities, such as coaching and executing a sales strategy. Sales organizations can use the assessment results to make hiring and promotion decisions and to diagnose development needs of current or future sales leaders.

THE BENEFITS

Assessing Talent®: Sales Leader improves the quality of selection decisions and accelerates the development of current and future sales leaders. The assessment also helps sales organizations and participants by:

- > Determining participants' readiness for sales leadership positions.

- > Providing an accurate diagnosis that accelerates the development of current or future sales leaders.
- > Increasing participants' understanding of the job challenges faced by sales leaders.

THE DETAILS

The Sales Leader assessment includes highly realistic simulations that measure key areas of sales leadership and management. During the assessment, participants represent a worldwide corporation that offers multiple products and services across several business units. As the sales manager, each participant leads a team of sales professionals. Prior to the assessment each participant is provided with background information to review in preparation for the simulations. This includes information about the company, its products, its sales policies, competitors, sales metrics, and the profiles of individuals on the team.

The role of a sales leader can vary greatly, depending upon your company's sales strategy. DDI will work with you to select the simulations that match your organization's specific sales leadership challenges.

Core Exercises

Sales Decision Challenges

The participant is presented with a series of issues in which they must collect information, decide on an appropriate course of action, execute plans, and take action that

will ensure revenue generation, and support the company's sales and business strategies. The participant encounters a wide range of problems, including pricing issues, service complaints, account expansion opportunities, competitor challenges, and planning a new sales initiative.

Competencies measured are Aligning and Executing Sales Strategy and Guiding Sales Opportunities.

Customer Interaction

The participant conducts an Account Review with the key customer (a role-player) to gauge the effectiveness of the relationship with the sales associate and look for opportunities to add further value to the customer. The customer praises the sales associate's responsiveness and product knowledge but expresses concerns about the sales associate's ability to help make the customer's business more successful.

Competencies measured are Sustaining Customer Satisfaction, Expanding and Advancing Opportunities, Building Trusting Relationships, and High-Impact Communication.

Coaching Interaction

The participant coaches a sales associate (a role-player) who is a moderately proficient performer. To prepare for the meeting, the sales leader reviews a transcript of the salesperson's recent sales call. The sales associate demonstrates a mix of effective and ineffective sales behaviors. The participant can use recent metrics to reinforce the mixed impact of the behaviors exhibited during the sales call.

Competencies measured are Coaching the Sales Team and Raising the Bar.

Optional Exercises

Internal Partner Interaction

The participant meets with an internal partner (a role-player) who is a product line manager. The participant receives information from his/her sales team that the partner's behaviors and requirements are a hindrance to the sales team's success. The partner has concerns about the team's lack of product and pricing knowledge, and partnering skills. The participant must gain agreement to working more collaboratively with the manager to reach the company's goals.

The competency measured is Building Influential Partnerships.

Strategy Alignment Interaction

The participant must convince a very successful sales associate (a role-player) to accept and champion a new sales initiative. The participant received information that the associate is resistant to this new sales strategy. This top performing sales associate has concerns about how the new strategy is being executed. This sales associate's negative influence on others' views is impacting the success of the initiative. The participant must gain the sales associate's commitment to execute the sales strategy.

The competency measured is Driving Sales Execution through Engagement

TARGET AUDIENCE

Assessing Talent®: Sales Leader targets first- and second-level leader positions and can be used to assess and develop those currently in these positions or those being considered for these positions.

PROGRAM IMPLEMENTATION

The simulations can be delivered virtually via a web interface and phone role plays, or at a DDI or client location. DDI assessors manage the assessment process, conduct the role plays, evaluate the performance, and prepare assessment reports.

The standard report contains competency and key action ratings and a summary of the participant's overall performance, highlighting strengths and development needs. A development guide with developmental activities to help build managerial and leadership skills is included with the report.

DDI offers a variety of feedback options. Our assessors can deliver feedback individually or in group sessions. We can also train your organization to conduct these feedback sessions. We also offer assistance in post-assessment development planning and development.

RELATED SOLUTIONS

For sales organizations with large-volume hiring needs, DDI recommends using our screening and testing to accurately and efficiently identify those candidates who are

skilled and motivated to succeed in sales leader positions. The most qualified complete the Assessing Talent®: Sales Leader program.

Assessing Talent®: Sales Leader can also be used in conjunction with *Targeted Selection*®, DDI's behavioral 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.

Assessing Talent®: Sales Leader is an excellent diagnostic tool that can be integrated with DDI's leadership development system, *Interaction Management®: Exceptional Leaders ... Extraordinary Results*®, as well as DDI's mid-level leadership development series, *Business Impact Leadership*™, to develop managerial and leadership skills that sales leaders need to be successful in their roles.

TO LEARN MORE

Contact your DDI representative or call 1-800-933-4463.

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