



FACTS

SALES CAREER BATTERY

A TOOL FOR DRIVING SALES SUCCESS

As the marketplace changes, your sales strategies must change to keep pace. What worked last year—or even last month—might not work today. Maybe you need to reach higher in your target organization and search out more senior buyers. Maybe your salespeople should work in teams to cover more areas and provide better service. Maybe you need to sell consultatively, partnering with your customers to better meet their needs and generate sales.

Your sales strategies are always evolving. How are you finding salespeople who can evolve as well?

DDI's Sales Career Battery (SCB) can help speed and improve that process by quickly identifying individuals who possess the profile critical for sales success in today's demanding environment. The SCB can be used as part of a process for hiring new sales representatives or as a way to place current employees into new or existing sales roles.

THE BENEFITS

Individuals who score high on the Sales Career Battery are much more likely than low scorers to be top performers in sales roles, to excel in areas important to job success, and to be highly engaged in the job.

For example, DDI research shows that top scorers on the Sales Career Battery are:

- > 3.5 times better at closing sales.
- > 6.0 times more likely to increase sales volume.
- > 6.9 times more likely to generate leads.
- > 7.7 times more likely to stay on the job.

Top scorers are also more likely than low scorers to demonstrate high work standards, exhibit stronger customer focus, show higher personal integrity, and accomplish goals.

In addition to helping you raise the bar on sales performance, the Sales Career Battery also helps reduce the time to fill open positions and supports diversity goals (e.g., race, gender, and age) by minimizing score differences among candidate groups.

THE DETAILS

The Sales Career Battery measures candidates for transactional and consultative sales positions based on three critical areas:

- > Making Effective Judgments and Decisions
- > Managing Self and Getting Along With Others
- > Demonstrating Personal Competence

Making Effective Judgments and Decisions items assess a candidate’s judgment in sales-related work settings and problem-solving ability. The SCB contains two types of items in this area: Situational Judgment and Action Benchmarking. For both item types, candidates are evaluated on their ability to distinguish effective from ineffective approaches.

Example Items for Situational Judgment:

1. Your average customer call lasts 30 minutes. In that time you update the customer on product changes and introduce new products. You have just begun a customer call when the customer indicates that she has only ten minutes for you. How will you react?
 - a. Ask what she needs most - an update or new product information.
 - b. Determine how or when you can provide additional information.
 - c. Use the 10 minutes in hopes that you can generate enough interest to gain additional time.
 - d. Present all of your information in 10 minutes.

Example Items for Action Benchmarking:

1	2	3	4	5
VERY INEFFECTIVE	SOMEWHAT INEFFECTIVE	NEITHER EFFECTIVE NOR INEFFECTIVE	SOMEWHAT EFFECTIVE	VERY EFFECTIVE

Rate the effectiveness of each action in the following list for dealing with an angry client who has come to you with a complaint.

1. Asking the client if they are satisfied once the complaint is addressed.
2. Making an extreme promise to resolve the client’s issue.
3. Letting the client know that the complaint is not major enough to become upset about.

Managing Self and Getting Along With Others items assess a candidate’s adaptability, self-efficacy, behavioral stability, positive disposition, and decision-making style.

Example Items:

1	2	3	4	5
STRONGLY DISAGREE	DISAGREE	NEITHER AGREE NOR DISAGREE	AGREE	STRONGLY AGREE

1. I always fulfill the commitments I make at work.
2. Former work associates would describe my work style as fast-paced.
3. I can change the way I do things at work quickly and easily.
4. I really enjoy work that allows me to talk to others.
5. I often feel like I am overflowing with energy at work.

Demonstrating Personal Competence items assess a candidate’s prior experience in adapting to challenging situations and maintaining high levels of personal integrity.

Example Items:

1. Which of the following approaches have you most commonly used to talk to prospective clients about your company’s products and services?
 - a. Providing them with a product/service brochure and asking them to contact you with questions.
 - b. Asking questions about their current needs related to the product/service.
 - c. Creating a list of statements that will focus them on the weaknesses of your largest competitor’s product.
 - d. Developing ways to deal with possible questions and objections that they may have.
 - e. I have never experienced situations such as this.

In sales situations, I have:

2. Used a logical argument to persuade a client to change his or her position.
 - a. Yes
 - b. No
3. Influenced a disinterested individual to try a particular product or service.
 - a. Yes
 - b. No
4. Modified a selling approach to gain commitment from a customer or client.
 - a. Yes
 - b. No

- > Paper and pencil with either mail-in or fax-in scoring
- > Integrated with other HRIS or applicant tracking systems (ATS)

INDIVIDUAL REPORTS

Once an individual completes the Sales Career Battery, a report is generated that rates him or her on each of the three critical areas of performance. These scores are translated into an overall band that is highly predictive of performance. The report provides valuable insight into a candidate's likely on-the-job performance as well as the likelihood the candidate will be engaged on the job. Highly engaged employees are more likely to meet customer satisfaction and productivity goals, exhibit superior work standards, and interact effectively with peers and subordinates. Additional report outputs include interview questions and suggestions for tailoring development.

PROGRAM IMPLEMENTATION

DDI offers a variety of delivery options for the Sales Career Battery to suit your business and candidate needs:

- > Web-delivered on DDI's portal
- > Web-delivered on a client-branded site

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

Sales Career Battery CANDIDATE PROFILE REPORT



Candidate: Smith, Mike

Score Band: B – Second Priority to Progress

Test Date: 7/25/2006 8:26:00 AM

ASSESSMENT SUCCESS FACTORS	PERFORMANCE INDICATORS								
<p>Making Effective Judgments and Decisions</p> <table border="1"> <tr> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td>Good</td> <td></td> </tr> </table>							Good		<p>High scorers on Making Effective Judgments and Decisions are more likely to demonstrate on-the-job behaviors such as:</p> <ul style="list-style-type: none"> • Taking part in needed learning activities in a way that makes the most of the learning experience. • Readily absorbing and comprehending new information from formal and informal learning experiences. • Putting new knowledge, understanding, or skill to practical use on the job. • Seeking information to understand the unique needs and preferences of prospective customers. • Developing approaches that best position products, services, and ideas. • Using appropriate techniques to move prospective customers to action or to gain agreement.
		Good							

TARGET AUDIENCE

The SCB is appropriate for candidates applying for individual contributor positions in which sales acumen is important to job or role success.

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 candidates would handle an actual sales call or advance a specific sales opportunity. DDI also provides tailored and highly predictive assessments delivered over the phone.

The Sales Career Battery 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.

TO LEARN MORE

Contact your DDI representative or call our Client Relations Group at 1-800-933-4463.

CONTACT INFORMATION

WORLD HEADQUARTERS
412.257.0600

E-MAIL INFO@DDIWORLD.COM

WWW.DDIWORLD.COM/LOCATIONS