



FACTS

ONLINE SALES READINESS ASSESSMENT

ACCURATELY IDENTIFY QUALIFIED SALES CANDIDATES

Who to hire or promote into a sales position is among the most critical selection decisions an organization must make. The right—or wrong—hire can directly impact the bottom line, and even those who sell effectively might not prove to be a good fit with the position, the organization's culture, or the organization's sales strategy. How to target development so that it has the most impact on the bottom line is critical to ensure sales associates develop the right skills to win in the marketplace.

Competencies are a critical integrator of HR systems. Competency-based assessment can predict the internal and external candidates who have the greatest likelihood of success. Competency-based assessments are used to identify developmental needs of current sales professionals and to identify those individuals who will yield the best return from accelerated development in more demanding sales positions.

The Online Sales Readiness Assessment is a highly valuable online approach to assessing competencies critical to success in sales positions. Among the ways in which this assessment is unique:

- > Using an extensive library of validated items, assessment content and scoring are tailored to the assessment of your organization's competencies and evaluation standards. Assessment content is tailored to your sales challenges, so it's pointed and relevant.
- > 24/7 availability creates easy access to the process. It's fast, efficient, and highly accurate in predicting which candidates are best for your sales positions of all types and in diagnosing the readiness of current or future sales professionals.

THE BENEFITS

Save time and money, and improve accuracy.

The Online Sales Readiness Assessment helps you identify the most qualified sales candidates early in the hiring or promotion process, so you interview or further assess fewer candidates and can make offers to the very best. You gain an accurate and objective assessment of candidates' competencies for your sales positions—one that helps you avoid a hiring mistake.

Diagnose developmental needs.

The online assessment is a highly-objective means to diagnose the strengths and development needs of current sales professionals. It also helps identify those who are ready for more challenging sales positions as part of a promotion and accelerated development program.

Project a positive image.

The assessment gives candidates a positive impression of your organization. Not only is it fast and easy to use, but it’s also relevant. Candidates aren’t left thinking, “What does this have to do with the job?” As a result, participants are more accepting of the results and more likely to take action on the results and view your organization positively.

THE DETAILS

DDI’s Online Sales Readiness Assessment assesses the competencies critical to success in sales positions. (Similar tools can be built for sales leader positions.)

Assessment results include the following outputs, all of which can be tailored to your organization’s competencies, developmental opportunities, and specific HR applications:

- > An assessment profile report that rates candidates in each competency area on a scale ranging from Considerable Strength to Substantial Developmental Opportunity.
- > A behavioral interview guide that managers can use to further explore performance in each competency area.
- > Development guides to support individuals’ efforts to enhance performance.

How It Works

To begin the assessment, participants review information about the target job responsibilities and challenges and an explanation of how the results will be used.

They go on to answer two types of items. The first presents information about various challenges relevant to the target sales role. Each challenge is followed by a variety of possible actions to take to address them. Participants are asked to rate the effectiveness of each action.

An example of this type of item follows:

Instructions: Rate the relative effectiveness of each of the following actions for accomplishing the stated goal. Use the scale below to indicate your rating for each action.

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

Rate the relative effectiveness of each of the following actions for establishing a valued relationship with a specific client. Review all actions before making your ratings.

- > Providing the client with information about current trends in their industry.
- > Asking the client about their personal interests and background in order to get to know them better.
- > Compiling a list of references that can be provided to the client.
- > Making sure to use industry “buzzwords” and terminology to demonstrate your knowledge.

The second type of item presents a list of experiences relevant to the competencies required for a sales position. Participants provide information about their depth of experience in each area.

An example of this type of item follows:

Instructions: Describe your work-related experience performing the activities in the following list. Select the level that most accurately describes your experience with each activity. Information about your experiences may be verified by questions occurring later in the process.

Limited Experience	I have no experience with this activity or I have observed it without being personally involved.
Moderate Experience	I have had <i>some</i> personal involvement with this activity; I have done this occasionally.
Extensive Experience	I have had <i>extensive</i> personal involvement with this activity; I have done this frequently.

- > Clarifying a new course of action to others who are resistant to change.
- > Discussing issues with others to identify common goals and objectives.
- > Explaining how conclusions were reached so others will understand decisions and support them.
- > Guiding others to accept ideas or courses of action.

Both types of items and their scoring are shaped through focus group input.

PROGRAM IMPLEMENTATION

DDI hosts the assessment on a web site branded with your organization's look and feel. The site is password protected and available 24/7 to authorized participants.

Assessment results are immediately scored, and authorized client users can view individual and aggregate reports across locations. For global applications, the program can be configured to support multiple languages. Data transfers into your HRIS & ATS can be established.

TARGET AUDIENCE

The Online Sales Readiness Assessment is appropriate for assessing current candidates or incumbents for sales positions of all types. This tool is tailored to your competency model.

RELATED SOLUTIONS

The Online Sales Readiness Assessment can also be used in conjunction with *Targeted Selection*[®], DDI's behavior-based interviewing solution, as well as DDI's web-delivered behavioral assessment program, *Assessing Talent*[®]: *Sales Professional* or phone-delivered role plays.

TO LEARN MORE

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

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