



# FACTS

## SALES LEADERSHIP POTENTIAL INVENTORY (SLPI)

### IDENTIFY FUTURE SALES LEADERS

When identifying high-potential sales leaders, the process needs to be built on more than just a sustained track record of above-average performance. Consistent and actionable data, collected from multiple managers with different perspectives on a candidate and calibrated on a common set of criteria, is critical.

DDI's Sales Leadership Potential Inventory (SLPI), used in conjunction with our Identifying Sales Leadership Potential process, can help you accurately identify those in your organization with the potential to grow into increasingly complex sales leadership roles—and who represent the best-possible ROI on your development investments.

### THE BENEFITS

The SLPI enables your organization to:

- > Efficiently collect manager ratings and behavioral examples related to both current performance and future potential.
- > Accurately identify those most likely to make the most of development experiences and opportunities.

- > Maximize return on investment for high potential development.
- > Provide an objective and fair process that is viewed favorably by those rated, and which promotes engagement and loyalty.
- > Educate your sales leaders on how to look for high-potential sales leadership talent.

### THE DETAILS

#### How It Works

The SLPI is an online tool that provides a way to collect manager ratings and behavioral examples on both current performance and future potential. The inventory is divided into three sections: Performance, Potential, and Summary Questions. It's based on DDI's Identifying Potential Factors, which are research-based variables that have been shown to predict an individual's ability to rapidly develop into increasingly complex sales leadership roles. These factors include:

- > Leadership Promise
  - Motivation to Lead
  - Brings Out the Best in People
  - Authenticity
- > Personal Development Orientation
  - Receptivity to Feedback
  - Learning Agility
- > Balance of Values and Results
  - Culture Fit
  - Passion for Results
- > Master of Complexity
  - Adaptability
  - Conceptual Thinking
  - Navigates Ambiguity

## CONTACT INFORMATION

WORLD HEADQUARTERS  
412.257.0600

E-MAIL [INFO@DDIWORLD.COM](mailto:INFO@DDIWORLD.COM)

[WWW.DDIWORLD.COM/LOCATIONS](http://WWW.DDIWORLD.COM/LOCATIONS)

Raters are able to rate multiple candidates at the same time, which optimizes efficiency, and also allows raters to compare candidates who are at a similar level or who have a similar degree of experience.

The multirater perspectives collected using the SLPI serve as the basis for a nomination discussion at the end of the process. This discussion centers on the outputs from the inventory, which identify each candidate's potential to rapidly develop into future sales leadership roles, and facilitates decisions about who should be included in an accelerated sales leadership development program.

### Outputs

The data collected from the raters using the SLPI is compiled to create the following outputs:

*Individual Candidate Report*—Provides detailed information on each high-potential candidate, including numerical ratings for both the performance section as a whole, and also the potential ratings provided by each rater for each factor. All comments entered by raters to support the numerical ratings are gathered and displayed on the report as well.

*Summary Report*—Provides a summary of all candidates' numerical ratings for both performance and potential.

*Heat Chart*—Shows a graphical distribution of all the candidates based on the ratings provided by the raters. This report serves as a discussion tool during the nomination meeting that occurs at the end of the rating process.

*9-box*—An online tool is used in conjunction with the heat chart and other reports to discuss each candidate during the nomination meeting. Based on the discussion by the nomination committee, candidates may

be moved within the 9-box to narrow down those that will be asked to become part of the acceleration pool. Results of the meeting can be saved back to the system for historical data-gathering.

### Delivery Options

There are two delivery options for the SLPI.

*Standard Inventory*—Allows raters to provide multiple ratings for both performance and potential. This option allows the rater to consider a series of behavioral questions and provide a rating for each of those behaviors, along with supporting comments for each evaluation area. The rater also provides an overall rating for each factor. The rating process takes each rater approximately 30-35 minutes per candidate using the standard inventory.

*Streamlined Inventory*—Ratings are based on the same content as the standard survey; however, the streamlined version provides for greater efficiency by having each rater provide only one overall rating per factor along with supporting comments. Using the streamlined inventory the rating process takes each rater approximately 15-20 minutes per candidate.

### TARGET AUDIENCE

The SLPI can be implemented at any organizational level where it is necessary to identify individuals with the potential to become future strategic sales leaders.

### RELATED SOLUTIONS

- > Identifying Leadership Potential
- > Sales Potential Inventory
- > Leadership Potential Inventory

### TO LEARN MORE

Contact your DDI representative.