



FACTS

SALES POTENTIAL INVENTORY (SPI)

IDENTIFYING FUTURE SENIOR STRATEGIC SALES PROFESSIONALS

Hiring senior sales professionals from outside your organization can be risky, expensive, and hit or miss. That's why many organizations are instead adopting a grow-your-own approach to developing top sales talent.

Because the success of this approach hinges on finding hidden high-potential sales talent within the organization, an accurate process is needed to identify those individuals that have the potential to rapidly grow into your strategic account managers and other senior sales roles, and who represent the best investment of development resources.

When identifying high-potential strategic sales professionals, the process needs to be built on more than just a sustained track record of achieving sales goals. Consistent and actionable data, collected from multiple managers with different perspectives on an individual and calibrated on a common set of high-potential criteria, is critical.

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

THE BENEFITS

The SPI enables your organization to:

- > Efficiently collect manager ratings and behavioral examples related to both current performance and growth potential.
- > Accurately identify those most likely to make the most of development experiences and opportunities.
- > Maximize return on investment for development.
- > Create an opportunity to educate your leaders on how to spot high-potential talent.
- > Provide an objective and fair process that is viewed favorably by candidates, and which promotes engagement and loyalty.

THE DETAILS

How it Works

The SPI is an online tool that provides a way to collect manager ratings and behavioral examples on both current performance and 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 strategic sales roles. These factors include:

- > Sales Propensity
 - Sales Motivation
 - Sales Impact
 - Resilience

- > Personal Development Orientation
 - Receptivity to Feedback
 - Passion for the Business
- > Balance of Values and Results
 - Culture Fit
 - Personal Integrity
 - Results Orientation
- > Master of Complexity
 - Customer-centered Inquisitiveness
 - Value Creation
 - Navigates Ambiguity

Outputs

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

Individual Candidate Report—Provides detailed information on the individual, including numerical ratings for both the performance section as a whole, and also the rating 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. Individuals are categorized and displayed as low, medium, or high for both performance and potential. 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 of 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 SPI.

Standard Inventory—Allows raters to provide multiple ratings for each factor. This option allows the rater to consider each of the behavioral questions individually and provide a rating for each of those behaviors, along with supporting comments. 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 SPI can be implemented at any organizational level where it is necessary to identify individuals with the potential to become future strategic salespeople.

RELATED SOLUTIONS

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

TO LEARN MORE

Contact your DDI representative.

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