



Assessing Talent[®]: Sales Leader

A Tool for Evaluating Current and Potential Sales Leaders

Assessing Talent[®]: Sales Leader is a highly realistic simulation that measures key areas of sales leadership and provides organizations with a look at how a potential sales leader would perform in typical job activities, such as coaching and executing a sales strategy. Sales organizations can also use the assessment results to make hiring and promotion decisions or to diagnose development needs of current and/or future sales leaders.

The Benefits

- Provides the path to accelerate readiness for current or future sales leadership roles.
- Increases participant understanding of expectations and job challenges in a new sales leadership role.
- Predicts which sales associates and leaders are ready for the next step of leadership.
- Improves the quality of hiring, placement, and early leadership identification decisions.

The Details

The Sales Leader assessment includes highly realistic simulations that measure key areas of sales leadership associated with successfully executing your company's sales strategy.

During the assessment, participants represent a global corporation that offers multiple products and services across several business units. As the sales manager, each participant leads a team of salespeople and support staff. Prior to the assessment each participant is provided with background information to review in preparation for the simulation.

Because the role of a sales leader can vary greatly, depending upon your company's sales strategy, DDI works with you to configure the exercises in the program to match your organization's specific sales strategies. This typically results in a half-day to a full-day assessment.

Each assessment includes Core Exercises as well as the option for Supplemental Exercises. Some potential exercises include:

- Sales Decision Challenges
- Customer Interaction
- Coaching Interaction
- Territory Realignment
- Strategy Coaching
- Sales Call Coaching
- Sales Guidance

Program Implementation

The simulation 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 exercises, 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 training.

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