



Assessing Talent[®]: Sales Professional

A Tool for Evaluating Sales Potential

Assessing Talent[®]: Sales Professional is a highly realistic simulation that measures key selling skills, such as demonstrating business value, building trusting relationships, and impactful communications. The assessment helps sales organizations make accurate hiring decisions and determine who is best suited for different sales roles. It can also be used to diagnose current sales professionals' strengths and development needs and to establish targeted development plans.

The Benefits

- Provides the path to accelerate readiness for current or future sales roles.
- Increases participant understanding of expectations and job challenges in a new sales role.
- Predicts which sales professionals can handle the shift to a more complex sales strategy.
- Improves the quality of hiring and placement decisions, and provides a diagnosis of strengths and development needs of current and potential sales professionals.

The Details

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

During the assessment, participants are asked to represent a global corporation that offers multiple products and services across several business units. The simulation concentrates on the sales professionals' ability to interact with customers and advance sales opportunities. Prior to the assessment, each participant is provided with background information to review in preparation for the simulation.

Because the role of a sales professional can vary greatly between companies, 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:

- Exploratory Sales Call
- Capabilities Overview
- Sales Challenges
- Service Recovery
- Portfolio Management

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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