

# Profiles Sales CheckPoint™

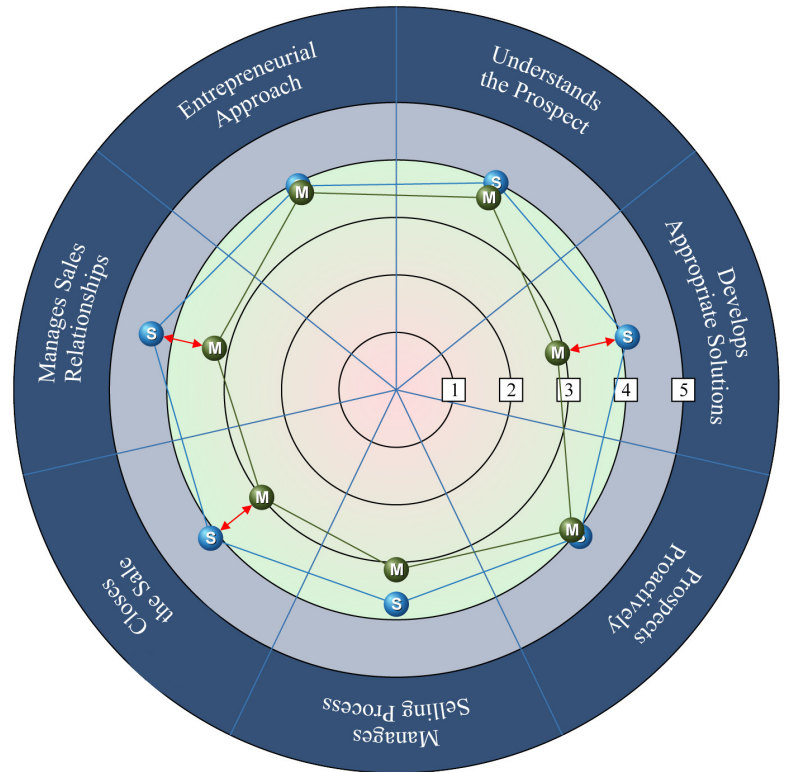
**Profiles Sales CheckPoint™** is a 180-degree feedback system that helps sales managers evaluate sales people, surface their development needs, and align sales priorities. It provides useful information to support better coaching and communication, leading to higher sales person productivity and satisfaction, and lower turnover.

The process involves a sales person assessing themselves against a competency framework of 19 Skill Sets grouped into 7 Universal Sales Competencies. Then, their own sales manager carries out the same assessment based on their own perception of the sales person's behaviors. These two separate results are then compared and compiled into a readable report, providing a clear graphical view of the two appraisals against each other.

Reports are then made accessible to both parties allowing them to view the difference between both sales manager and sales person, and to identify areas of greatest difference and requirements for support, training, and mentoring. These results can then be measured against the sales manager's expectations to evaluate how aligned the sales person is to the desired needs.

## Feedback is reported in the following sections:

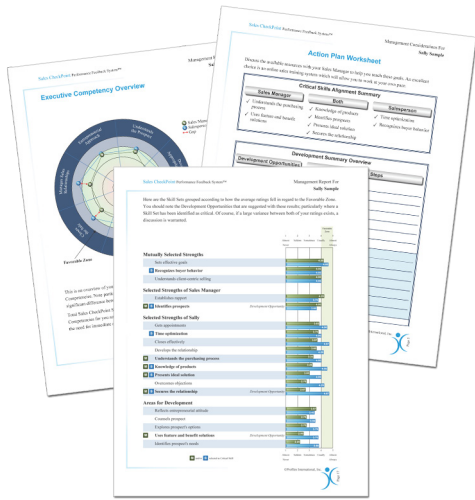
- **Executive Competency Overview:** Results for the 7 Universal Sales Competencies, comparing the average score of both and showing whether scores fall within or below the Favorable Zone. Also shown is the Total Sales CheckPoint Scores, including the score differential between sales person and sales manager.
- **Skill Set Summary:** Overview of the 19 Skill Sets as rated by both the sales manager and sales person. The average ratings are ranked from highest to lowest providing an overview of relative strengths or challenges in these Skill Sets.
- **Critical Skills Alignment Summary:** Overview of the Skill Sets identified as critical by sales manager and sales person.
- **Executive Summary:** Results for the 7 Universal Sales Competencies, comparing the scores of both, providing Total Sales CheckPoint Scores for each, and pointing out score averages that vary by 1 point or more.
- **Skill Set Analysis:** Results for the 19 Skill Sets, comparing the average scores of both and pointing out score averages that vary by 1.5 points or more, as well as analyzing Critical Skill Sets to establish Talents, areas needing Focus, and areas where a significant GAP exists between sales person and sales manager scores.
- **Survey Summary of the 79 Items:** Results for all 79 survey items, displaying the scores for sales person and sales manager and highlighting the items that fall in a Critical Skill Set.



- **Survey Comments:** The sales manager was given the opportunity to enter comments concerning the sales person's abilities. Any comments which have been made are grouped by competency.
- **Development Overview:** Describes the strengths and development needs for the sales person.

## Key Benefits

- Precisely targets developmental needs
- Enables more effective coaching and communication
- Aligns sales priorities
- Improves productivity and retention



The **Profiles Sales CheckPoint™** is a process used to help sales people improve their selling abilities. The sales person receives feedback from their sales manager, which is compared to their own feedback of the same 79 items. This combined feedback points out perceived abilities in skills deemed critical to success in selling and other important skill sets.

Worksheets are provided to bring this information together into a practical Action Plan which can make the desired results a reality.

<p><b>MEASURES</b></p>	<p>19 supporting Skill Sets 7 Sales Competencies:</p> <ul style="list-style-type: none"> <li>• Entrepreneurial Approach</li> <li>• Understands the Prospect</li> <li>• Develops Appropriate Solutions</li> <li>• Prospects Proactively</li> <li>• Manages the Selling Process</li> <li>• Closes the Sale</li> <li>• Manages Sales Relationships</li> </ul>
<p><b>THE PROCESS</b></p>	<p>Using a Survey:</p> <ul style="list-style-type: none"> <li>• The sales person completes a self-evaluation</li> <li>• The sales manager rates the sales person</li> </ul>
<p><b>TIME TO TAKE</b></p>	<p>15 minutes for each participant</p>
<p><b>REPORTS</b></p>	<ul style="list-style-type: none"> <li>• Individual Feedback Report – speaks to the sales person</li> <li>• Management Report – speaks to the sales manager</li> </ul>

**For Additional Information:**

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