CUSTOMER FOCUSED SELLING
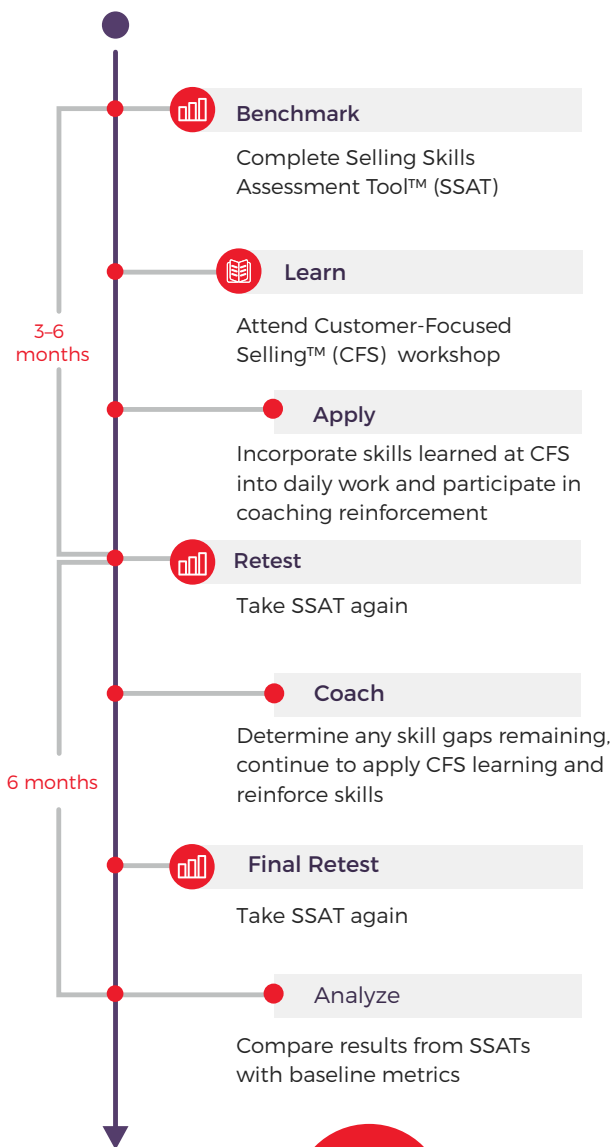

Know your strengths. Find your weaknesses.

Our Selling Skills system helps you quantify and improve the skills needed to execute a successful customer focused and consultative approach to selling, manage a high-performing sales organization, assess the areas of strength and weakness within your organization, and then train your sales forces to master those skills to achieve better sales results.

The Selling Skills Assessment Tool (SSAT) provides the specific data you need to increase the sales production and customer interaction skills of your whole team by giving you an objective look at people's strengths, skills, and areas for improvement. It provides a detailed, accurate quantification of the sales and judgement skills of individuals, teams and the company as a whole, and is designed for multiple sales positions and industries to mirror your specific situation.

"The SSAT is one of the greatest sales tools you can have if you are a sales manager, VP of sales or a GM. It identifies a person's basic selling skills and the specific areas for improvement."

- Mike Eastwood
President, GVW

3–6 months

Benchmark
Complete Selling Skills Assessment Tool™ (SSAT)

Learn
Attend Customer-Focused Selling™ (CFS) workshop

Apply
Incorporate skills learned at CFS into daily work and participate in coaching reinforcement

Retest
Take SSAT again

6 months

Coach
Determine any skill gaps remaining, continue to apply CFS learning and reinforce skills

Final Retest
Take SSAT again

Analyze
Compare results from SSATs with baseline metrics

THE PREDICTIVE INDEX

MEASURE YOUR SKILLS: Selling Skills Assessment Tool

This easy-to-administer online survey examines 25 key aspects of selling skills clustered into five areas. The SSAT gives participants insight into their sales strengths and areas of growth to increase their overall effectiveness. The SSAT reports give sales managers important metrics at three levels: individual contributor, sales team and sales organization.
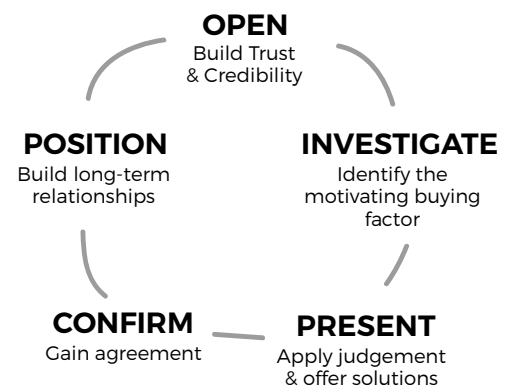
The SSAT measures the five critical skills for a customer-focused and consultative approach to selling:

- Building trust and credibility
- Identifying client needs
- Presenting products/services + articulating value
- Handling objections and gaining agreement
- Creating customers for life with effective positioning

BUILD YOUR SKILLS: Customer-Focused Selling

To build selling skills, strategies and capabilities, The Predictive Index offers Customer-Focused Selling (CFS), a proven method of building capabilities in assessing the needs of prospects and clients, articulating your message in the best way to be heard, dealing with any concerns or resistance, and gaining agreement. CFS is an effective sales training program that provides all the core competencies needed for effective consultative selling, based on the areas of improvement identified by the SSAT. In a highly interactive learning format, CFS delivers the specific knowledge your team needs to consistently achieve better sales results. Participants leave the workshop ready to apply new skills to their everyday interactions with customers and prospects. CFS is available in one- and two-day formats.

THE CFS METHOD

OPEN
Build Trust & Credibility

INVESTIGATE
Identify the motivating buying factor

PRESENT
Apply judgement & offer solutions

CONFIRM
Gain agreement

POSITION
Build long-term relationships

For larger sales forces, CFS is available in a comprehensive, certified, Train-the-Trainer format which brings delivery and reinforcement back to your organization, and customizes the training to reflect your specific business environment.

EXPAND YOUR LEADERSHIP IMPACT: Sales Coaching

Your sales managers are the critical leverage point for achieving consistent long-term sales improvement. Coaching is a sales management skill that is critical to the ongoing development of your sales reps. While Customer-Focused Selling teaches your people how to sell better, our coaching programs — Coaching for Sales Growth™ and Coaching to Excellence™ — give sales managers the skills to drive day-to-day performance, quarter after quarter. Many sales organizations have a typical bell curve — a small group of top producers, a small group of lower performers, and a larger group of adequate producers who have not reached their potential.

Our two innovative and comprehensive sales coaching programs give managers the skills to work with every rep along this continuum for improved performance.

The Predictive Index

781-493-7535

www.predictiveindex.com

For more information, visit
www.predictiveindex.com/skills-assessments

THE PREDICTIVE INDEX