

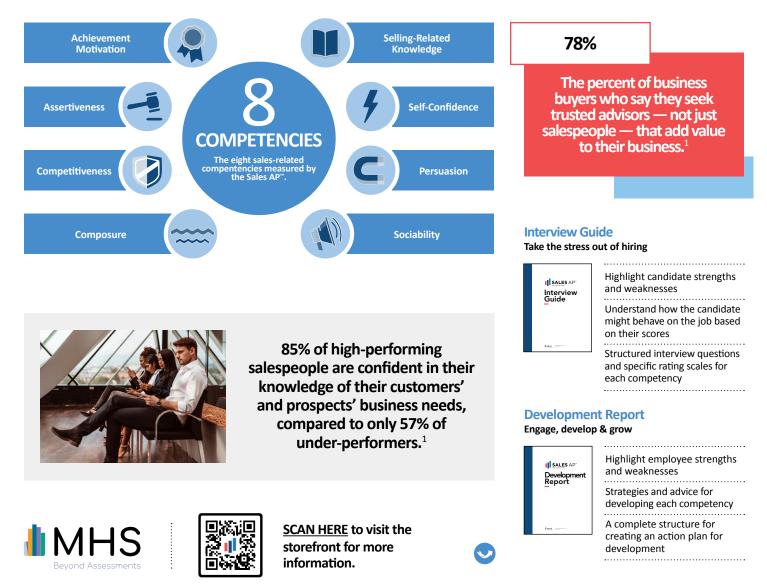
# Hire Top Performers, Convert More Leads and Maximize Revenue

Sales professionals are at the heart of organizations, and their roles have the unique power of positively impacting the top-line growth of a business. This makes hiring and training the best sales talent with the right skill set the key to a thriving and prosperous organization. The Sales Aptitude Profile™ (Sales AP™) enables users to identify critical skills in candidates, as well as gaps and development opportunities for current employees in sales roles.



# Why Sales AP™?

Employee turnover in sales can be a significant drain on your resources due to reduced revenue generation and decreased trust from customers. The Sales AP<sup>™</sup> is designed to help you hire, develop and engage high-performing sales talent, so you can make your sales "Dream Team" a reality.







## Sales AP<sup>™</sup> Quick Start Resources

Beyond assessment, there are additional resources included that will enable you to incorporate the Sales AP<sup>™</sup> into your hiring, retention and development processes quickly and easily.



**User Guide** 

Simplified and easy-to-use, this guide can be accessed anytime, to help you administer, interpret and use the Sales AP<sup>™</sup> to its highest potential.



# **E-learning Modules**

Self-paced, virtual training modules allow you to get certified anywhere, anytime.



### **Technical Manual** Learn about the science

behind the assessment, with key insights on the tool's reliability and validity. A great resource to get buy-in from senior leadership.



# **Expert Consultation**

Our team of expert Talent Solutions Consultants can help you develop strategies for deployment and find additional tools to strengthen your hiring, retention and development processes.

"Top sales achievers have a unique ability to cope with difficulty, to negotiate obstacles, to optimize performance in the face of adversity. They take rejection as a personal challenge to succeed with the next customer."

Jim Steele, president and chief revenue officer, InsideSales.com.<sup>2</sup>

| Certification      | Access to E-Learning modules, resources<br>and online Talent Assessment Portal (TAP) +<br>Tokens to generate first report | One time purchase required for use |
|--------------------|---------------------------------------------------------------------------------------------------------------------------|------------------------------------|
| Interview Guide    | Generate this report type through your TAP account online                                                                 | Purchase per report                |
| Development Report | Generate this report type through<br>your TAP account online                                                              | Purchase per report                |

# Ready to take the next step with the Sales AP<sup>™</sup> in your organization?



SCAN HERE to visit the storefront for more information.

Sources: 1. Salesforce Research. (2018). State of Sales, Third Edition 2. Dietrich, J. (2017). Retrieved from http://justcoachit.com/blog/2017/02/07/sales-leadership-a-compendium-of-great-sales-tips/

