

# 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.




**85% of high-performing salespeople are confident in their knowledge of their customers' and prospects' business needs, compared to only 57% of under-performers.<sup>1</sup>**



## 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™ is designed to help you hire, develop and engage high-performing sales talent, so you can make your sales "Dream Team" a reality.

**78%**

The percent of business buyers who say they seek trusted advisors — not just salespeople — that add value to their business.<sup>1</sup>

## Interview Guide

Take the stress out of hiring



- Highlight candidate strengths and weaknesses
- Understand how the candidate might behave on the job based on their scores
- Structured interview questions and specific rating scales for each competency

## Development Report

Engage, develop & grow



- Highlight employee strengths and weaknesses
- Strategies and advice for developing each competency
- A complete structure for creating an action plan for development



**Sales AP™ Quick Start Resources**

Beyond assessment, there are additional resources included that will enable you to incorporate the Sales AP™ 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™ 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>

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

**Ready to take the next step with the Sales AP™ 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/>

