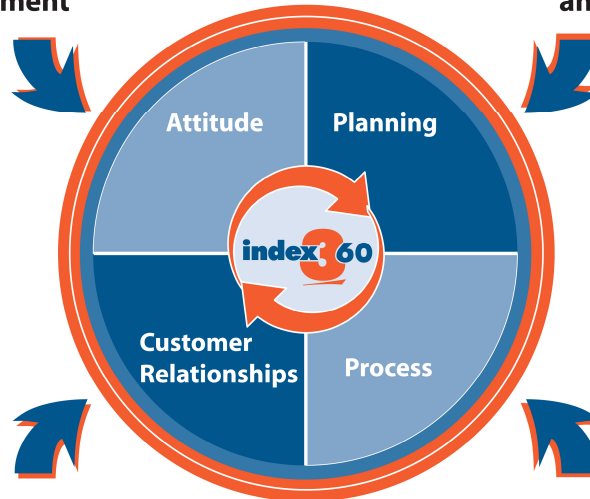


salesindex360© is ideal for sales professionals who wish to get honest and reliable feedback from colleagues and customers on which areas of selling they are most effective at, and which skills they need to develop further in order to gain the most reward.

**Enthusiastic
resilient and
committed to
learning and
development**

**Preparation,
territory or
account
management
and follow-up**



**Uses skills to build
stronger working
relationships
with customers**

**Skilled in
managing the
sales
process**

salesindex360© was developed in 2004 in response to a need by clients for a structured process for measuring and improving selling skills which included customer feedback.

It can be used with any number of people, from an individual to a whole sales organisation. Comparisons can be made between different individuals, teams, regions, etc.

When to use it

- For organisations who wish to improve the performance of their sales people.
- To provide a basis for discussion and involvement among sales people.
- To provide a means of measuring progress on a regular basis.
- To improve performance by raising awareness among all sales people.
- To assist leaders/managers in maintaining the momentum, commitment and ownership of their sales people to achieve goals.
- To enable sales people to focus on the areas 'that really matter' not on assumptions.
- To help retain top performers.
- To motivate sales people to work to improve their performance.
- To highlight strengths and skills gaps.
- To highlight where training interventions are needed.
- To find out whether sales people have the selling competencies required in order to achieve their sales targets and progress their careers.
- For Sales Managers to use with their sales people as the basis for coaching interventions and performance appraisals.

"salesindex360© has been invaluable in highlighting where we should be spending our money on sales training knowing that it is where it is most needed. The added benefit is that we can monitor how effective the training is to ensure we are getting a return on our investment".

Example of the Questionnaire



salesindex360
id FOR BUSINESS AND PERSONAL SUCCESS

The Questionnaire

AN Other, Test Dept,
TestCo Ltd

The 56 'statements' in the Questionnaire are simple and direct, focusing on the key 'selling' skills

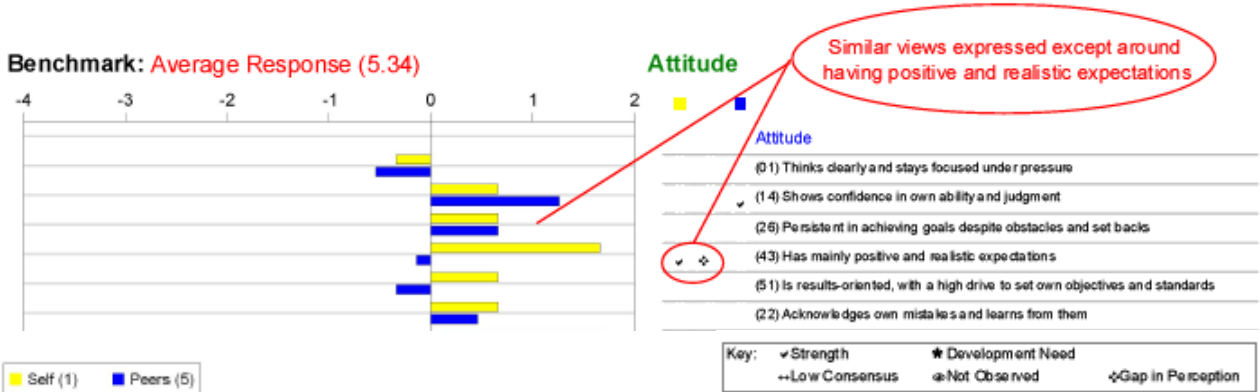
Bottom Top 01. Thinks clearly and stays focused under pressure
Disagree 1 2 3 4 5 6 7 Agree Not Observed

Bottom Top 02. Sets measurable and challenging goals which are achievable
Disagree 1 2 3 4 5 6 7 Agree Not Observed

Bottom Top 03. Can see things from customer's perspective
Disagree 1 2 3 4 5 6 7 Agree Not Observed

Bottom Top 04. Is able to adapt communication style to suit the listener
Disagree 1 2 3 4 5 6 7 Agree Not Observed

Example of report



Attitude

Attitude	Self (1)							Peers (5)							
	1	2	3	4	5	6	7	1	2	3	4	5	6	7	
(01) Thinks clearly and stays focused under pressure	100	0	0	0	0	23	54	23	5	8	88	0	0	0	0
(14) Shows confidence in own ability and judgment	100	0	0	0	0	100	0	0	20	80	0	0	0	0	0
(26) Persistent in achieving goals despite obstacles and set backs	100	0	0	0	0	0	100	0	100	0	0	0	0	0	0
(43) Has mainly positive and realistic expectations	100	0	0	0	0	0	0	100	20	80	0	0	0	0	0
(51) Is results-oriented, with a high drive to set own objectives and standards	100	0	0	0	0	0	100	0	20	80	0	0	0	0	0
(22) Acknowledges own mistakes and learns from them	100	0	0	0	0	0	100	0	100	0	0	0	0	0	0

Process

Process

- (09) Is aware of own image and is well presented
- (23) Uses questioning to obtain additional information to achieve goals
- (31) Is knowledgeable about own products & services
- (46) Has good knowledge of competitors products & services
- (39) Makes repeated and varied attempts to gain support for own point of view
- (28) Able to relate well to people of diverse backgrounds
- (05) Provides prompt solutions to customer problems
- (13) Utilises up-to-date customer contact reports

	All Responses (9)	Self (1)	Manager (1)	Peers (9)	Customers (2)	Answered
	5.36	5.53	5.87	5.36	5.03	100%
(09) Is aware of own image and is well presented	5.78	6.00	4.00	6.40	5.00	100%
(23) Uses questioning to obtain additional information to achieve goals	6.00	6.00	7.00	5.80	6.00	100%
(31) Is knowledgeable about own products & services	6.00	7.00	7.00	5.80	5.50	100%
(46) Has good knowledge of competitors products & services	4.56	2.00	3.00	5.20	5.00	100%
(39) Makes repeated and varied attempts to gain support for own point of view	6.00	6.00	7.00	6.00	5.50	100%
(28) Able to relate well to people of diverse backgrounds	6.22	7.00	6.00	6.40	5.50	100%
(05) Provides prompt solutions to customer problems	5.11	6.00	6.00	4.80	5.00	100%
(13) Utilises up-to-date customer contact reports	3.33	4.00	5.00	3.00	3.00	100%

Interesting to see the view from the customers perspective