

# Sales Competence Assessment

**Easy-to-use tool to identify and develop sales talent**

Many sales managers are unhappy with the performance of their sales team. Many sales professionals are frustrated because they are unclear about how to become more successful.

The Sales Competence Assessment provides practical and clear information to create a road map to success by assessing salespersons:

- Sales Excuse Index
- Sales Competence
- Sales Mindsets

This assessment is **NOT based on the DISC model**. It has its own validated questionnaire and is specifically intended for salespeople.

## Sales Excuse Index

Sales Excuse Index measures a salesperson's current likelihood to find excuses for not engaging in sales activities.



## Excuse Index

The lower the Excuse Index percentage is, the more likely the person is to ignore non-sales activities and instead focus on actions that directly produce sales results. While **the average Sales Excuse Index is 35%**, the successful sales professionals have much lower scores.

## Sales Competences

The Sales Competence Assessment measures salespersons' competences in 18 critical areas for selling success using easy to understand 0-100 scales. More importantly it specifically describes the present level of competence and how to improve with:

Prospecting  
Qualifying  
Building rapport  
Process Orientation  
Goal Orientation  
Need for approval  
Controlling the sales call  
Handling stalls and objections  
Questioning effectiveness

Active listening  
Critical thinking  
Ambition and initiative  
Presenting  
Time Management  
Dealing with failure  
Competitiveness  
Money Concept  
Emotional Detachment

## Sales Mindsets

The assessments also measures salespersons' **Sales Mindsets** to identify specific roadblocks, such as self-defeating beliefs, to success in sales and to help to create a very specific development plan.