



## Sales DNA<sup>®</sup> Analysis

**Assessing and developing the core competencies of your sales force**

### Overview

**S**ales DNA<sup>®</sup> Analysis is designed to help sales organisations gain insight into the competencies of their sales team and enable leaders to leverage this insight in their recruitment and performance management processes.

A complete Sales DNA<sup>®</sup> Analysis is comprised of the following five components:

#### Development of a gene-chart

The gene-chart defines the required sales competencies anchored with demonstrated behaviour descriptions to successfully assess a sales force.

#### Individual scorecards

Based on 180° scans (self- and management-perspective), the Sales DNA<sup>®</sup> Scorecard provides insight into the individual competency gaps as defined in the gene-chart.

#### Consolidation into a dashboard

The Sales DNA<sup>®</sup> Dashboard provides management with an insight into the competency gaps in the sales organisation as a whole or clusters thereof.

#### Competency development workshop

Sales Leaders learn how to leverage the Sales DNA<sup>®</sup> Scorecards in their recruitment and performance development processes. They are equipped with skills and development recommendations to provide individual feedback.

#### Integration into daily business

Current practices for recruitment and performance development are aligned to incorporate the Sales DNA<sup>®</sup> Analysis.

### Benefits

- Delivers the basis for designing a customised sales performance improvement program.
- Minimises recruiting risks by thoroughly assessing candidate selling competencies.
- Increases sales force performance by identifying competency gaps and required behaviour changes.

- Enables sales management to effectively leverage the competency insight through effective coaching and people development.
- A common structured process to increase the effectiveness of performance development and recruitment.

### Process

As an initial step, the required competencies and the desired demonstrated behaviour for each competency are defined and captured in the gene-chart in a 1-day design workshop.

Next, online Sales DNA<sup>®</sup> Self- and Management-Scans are conducted to identify the current behaviour of individual sales team members from the point of view of the individual and his manager.

Based on the online scans, Sales DNA<sup>®</sup> Scorecards are created – individual profiles illustrating the desired competency level, the self- and management assessment views. In addition a Sales DNA<sup>®</sup> Dashboard for the sales organisation as a whole or for clusters is created consolidating the information from the individual scorecards – thereby providing insight into the entire organisation's Sales DNA<sup>®</sup>.

This is followed by a 1-day Competency Development Workshop for sales leaders. The participants learn how to leverage the Sales DNA<sup>®</sup> Scorecards in their recruitment and performance development processes. They are equipped with skills and development recommendations to conduct the feedback sessions which follow.

### Duration

A complete Sales DNA<sup>®</sup> Analysis from designing the gene-chart to identifying the individual and organisational competency gaps and conducting the feedback sessions takes between four to eight weeks, depending on the size and number of roles in the sales team.