



www.sales-development-zone.co.uk

ASSESSMENTS

The assessments will allow **the creation of bespoke development plans** that focus on specific development needs.

We have created the following assessments for **sales and customer facing staff**. Assessments covered are suitable for **new business sales people, account managers and client service managers**

Our skills and capability assessments cover the following areas:

Skill/Capability Assessments available for Sales People	Growth Engineer Level:	Suitable for:	Library courses covered
S1. • Creating customer-focused organizational telephone skills • Understanding of what we do, what problems our products and services solve and who our customers are...	1	• New sales staff • Non sales people • Customer facing staff	• Telephone skills • Communication Skills • Customer care • Net Promoter Score • Complaint Handling • Dealing with Angry Customers • Building a Service Culture
S2. Telephone based skills • Cold Calling for appointments • Selling over the phone • Servicing accounts over the phone	1	Sales, marketing and customer facing staff involved in delivering client activity over the phone	• Telephone skills • Influencing Skills • Cold Calling
S3. Foundation Sales Skills • Planning & Preparation • Rapport Building • Listening Skills • Questioning Skills • Probing • Closing • Features, Advantages & Benefits	1	Ideal for setting and creating a sales culture for all sales & customer facing staff, including new sales starters.	• Pipeline creation • Order, advance or continuation, what is a successful sale? • Telephone based selling • Listening skills • Closing skills • Buyer motivation • Questioning skills • Objection handling • Rapport Building Skills



Skill/Capability Assessments available for Sales People	Growth Engineer Level:	Suitable for:	Library courses covered
<p>S4.</p> <ul style="list-style-type: none"> • Value based Solution selling skills • Understanding the buyers business • The buyers journey • Uncovering needs • Managing the sales process 	2	<ul style="list-style-type: none"> • Experienced sales people and those sales people involved in selling high value complex products to large organizations • Senior sales, marketing & customer facing staff working within large strategic accounts 	<ul style="list-style-type: none"> • Solution Selling • Creating Value • The Buyers Journey • Key Account Management - building the Relationship • Trusted Advisor Status
<p>S5.</p> <p>Business Acumen – being able to understand the customers business needs in depth and to quantify the benefits your organization brings i.e. building a business case for change</p>	2	<p>Senior sales people and sales people who need the ability to understand the customers business needs in order to build value-based proposals</p>	<ul style="list-style-type: none"> • Building a Business Case for Change • Effective Sales Proposals • Creating Value Based Proposals • Buying Decision Making Unit
<p>S6. Strategic account management and building trusted advisor relationships</p>	2	<p>Senior sales, marketing and customer facing staff working within large strategic accounts</p>	<ul style="list-style-type: none"> • Key Account Management - building the relationship • Trusted Advisor status • Negotiation • Advanced Negotiation
<p>S7. Negotiation and conflict resolution. Covers Win Win situations and positional techniques</p>	2	<p>Senior sales, marketing and customer facing staff involved in negotiation and the delivery of large term contacts</p>	<ul style="list-style-type: none"> • Negotiation • Advanced Negotiation • Negotiation and Conflict Resolution