



In order to bring you the most accurate and useful information possible, Employee Selection and Development, Inc. will be issuing PRACTICAL RESEARCH REPORTS quarterly. Its purpose is to give you practical and useful information. Should you have any questions or want further elaboration, please contact us by email or call 800-947-5678.

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Practical Research #18: New Trends in Sales Force Selection

For years it was thought personality testing could determine a salesperson's level of success. Managers looked for "fire", "drive", and "hunger". When actual results were reviewed, this method proved marginally successful if you were good at interpreting personality scores. A variant of this method, "benchmarking", allowed hiring managers to compare candidates to top producers currently in their sales force. Unfortunately, most "benchmarks" didn't work because;

- the sample size was too small (less than 100) or;
- the benchmark did not compare the scores of top producers to bottom producers to spot critical personality differences or;
- the scales being measured were not statistically validated to predict sales success.

Now there is a tool that has been statistically validated to predict a candidate's the level of sales success. It is called SALES MAX. It works because you are measuring three critical areas of sales:

1. **Personality** – These specific traits that have been validated to predict success in sales. Now managers can see if candidates have the "raw materials" necessary to perform in the top half of their sales force.
2. **Consultative Selling Skills** - Includes prospecting, creating a first impression, qualifying, presenting, overcoming objections, closing, etc. These scores show sales managers what level of selling skills candidates have and where they will need training.
3. **Personal Motivators** – Research has discovered salespeople have seven basic motivators. It is no longer only about "the money". Knowing which motivators are most important to your sales force helps managers motivate salespeople to deliver maximum results.

Attached is a sample report for your review. Take time and review this important new tool. Not only does it include the information above, it also contains the *Interview Questions* we recommend managers ask the candidate and his or her references. Your Salesmax Report concludes with *Management Suggestions* to help managers jumpstart their new hires.

Bottom line, Salesmax is the most highly validated, predictive consultative selling assessment available. Skeptical? Let us prove it to you. If you are a manager with 25 or more employees, call us at 800-947-5678 for a *free* consultation. Then, we will set up a *complimentary assessment* for you or a member of your sales force. This is a \$185 value. Don't take this offer lightly. Experience it for yourself.