



## **SaaSy Sales Organization Effectiveness Assessment**

An 'MRI' of your sales organization to expose competency and process opportunity areas.

The SaaSy sales organization assessment is the single most important collection of information about your sales organization. The assessment looks at the people, systems and strategies in your sales organization. It sheds light on potential problems with your hiring criteria, the quality of your pipeline, the effectiveness of your sales management efforts and whether your management team is on the same page.

We can tell you if your salespeople are capable of executing your strategies, how comfortable they are with your model for going to market, and the amount of business being lost as a result of weaknesses among your salespeople.

The assessment identifies the salespeople who should be performing better and what you must do in order to help them reach their potential. You'll also learn who is trainable, how much training they'll need and the kind of help from which each will benefit.

### **Key outcomes:**

- ✓ **A complete picture of where to invest in your people**
- ✓ **A diagnostic that shows how to improve management practices**
- ✓ **A tightly defined hiring screening questionnaire that is best fit for your organization**

### **Areas Assessed**

The assessment provides 3 key deliverables:

1. A detailed executive briefing with specific recommendations for productivity improvement
2. A 40-page report for every individual assessed with a coaching guide companion
3. An Excel 'Data explorer' that allows executives to slice and drill down into the results at any level.

✓	Desire for results	✓	Commitment to achieving	✓	Outlook
✓	Self-responsibility	✓	Motivation	✓	Need for approval
✓	Supportive beliefs	✓	Ability to discuss \$	✓	Handle rejection
✓	Hunting competency	✓	Ability to reach decision-makers	✓	Consultative selling
✓	Value selling	✓	Qualification	✓	Presentation approach
✓	Closing skills	✓	Sales process	✓	Use of technology
✓	Sales posturing	✓	Negotiating	✓	Building trust

### Assessment Approach

The assessment is a combination of interviews and surveys – Each respondent completes a 144-question survey and a selection of individuals are interviewed for context. A typical assessment will take 30 days in elapsed time and concludes with an executive briefing to receive results and recommendations.

### Reliably Valid Results

The assessment has been completed by over 2 million sales professionals and your engagement will be led by a revenue executive with over 25 years of sales experience.