

INTERACTIVE SALES STRATEGY INDEX



Interactive Feedback to the Sales Strategy Index Report

Sales Strategy Index is Powerful Tool

Sales Strategy Index presents 54 sales situations (34 video scenarios) in seven important areas necessary for sales success. Each sales situation in SSI is a real life scenario nearly every salesperson encounters during the selling process. Each situation has four possible solutions and the respondents rank the solutions from most effective to least effective. Their responses are compared with those of proven top sales professionals. SSI produces a report outlining strengths of the person assessed and areas where improvement may be necessary.

SSI is your Partner in Selection and Training

SSI is an affordable and powerful selling skills evaluation and training system that will turn the odds in your favor. SSI will help you learn a sales candidate or salesperson's present knowledge of the sales process. You will have valuable information to help make more informed and successful hires. SSI will help assess your present sales force's level of sales knowledge. It will produce printed reports and compare your candidates or salespeople to the database of top salespeople.

Present salespeople receive their personal printed report and can receive personalized feedback from the SSI system directly from the CD-Rom. They will hear and learn why their answers to the sales situations were right. They will receive feedback on situations where their answers were different from the top salespeople in the database. Personalized training programs can be prepared from this information for all members of the sales team to improve their selling skills.

Sales Managers can create standards to look at future candidates using their top salespeople to develop a company standard. The candidate's sales knowledge can be compared to the sales knowledge of top producers in their organization by using this standard.

SSI Evaluates 7 Steps of the Sales Process

- Prospecting
- First Impressions
- Qualifying
- Demonstration
- Influence
- Close
- General

Good Salespeople Make the Difference

The ultimate success of nearly every organization is in direct relationship to their results-oriented sales team. The challenge for sales managers is discovering, selecting, training, coaching and retaining successful salespeople. Organizations invest millions of dollars to do research, develop and manufacture products. They invest thousands of dollars to produce impressive sales pieces and brochures.

Organizations who experience success in the future will invest heavily in the selection, development, training and coaching of their sales team.

They will want to know:

- Can they sell?
- What do they know about the business of selling?
- How does their knowledge of the sales process compare to top salespeople?

Sales Strategy Index Has Many Features

- Interactive multimedia maintains attention and interest
- Three levels of individual feedback
- A password for each candidate or present salesperson
- A bookmark to stop and resume later
- SSI starts randomly to prevent the potential of passing on answers
- Print or reprint any report

Benefits of Using Sales Strategy Index

- Designed especially for business to business sales
- SSI simplifies evaluating the candidate's sales knowledge
- SSI identifies the candidate's strengths and potential weaknesses
- Highlights the specific training needs of each salesperson
- It ensures managing and coaching focuses on training areas that produce results
- SSI confirms proper response to sales opportunities
- Use SSI as a pre- and post-training measurement

System Requirements

- Pentium 133 or above
- Windows 95, 98 or NT
- 32 MB of memory recommended
- 10 MB hard disk space
- CD-Rom with sound card

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