



**TTI Success Insights®**

# **The Sales Skills Index™**

## **Your Business is in the Hands of Your Sales Personnel**

**Can they sell?**

**Do they understand the sales process?**

**Are they treating each sales situation the way top salespeople do?**

**The Sales Skills Index will answer all those questions and more!**

- Sales Skills Index helps to ensure that your sales personnel will handle each sales opportunity correctly
- Especially designed for outside sales

## **You Can Tailor Your Training**

Coaching and managing can be tailored to the different needs of each salesperson after your sales force has completed the Sales Skills Index assessment. It can be used both before and after measurement, complementing all other sales performance material.

## **Use in Selecting Candidates That Bring the Right Skills**

The Sales Skills Index presents questions that portray “real life” sales situations. Each situation has four alternative ways to be handled. Respondents are given the opportunity to rank the four alternatives from “best” to “worst.” By comparing their response with those of proven top sales professionals, a report is generated showing strengths, weaknesses and how well they understood sales strategy in seven categories.

## **The Sales Skills Index Covers Seven Different Steps in the Sales Process**

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

Each situation was developed and validated by sales professionals to reflect real sales strategies used by today’s sales force.

## **How the Sales Skills Index can Benefit You**

- Simplifies sales training
- Allows managing and coaching to be focused on areas that produce results
- Builds confidence
- Identifies the sales strategy knowledge areas that are needed to sell a specific product/service in a given market
- Identifies new sales applicant’s strengths and weaknesses
- Identifies specific training or management needs of a salesperson or sales force

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