



## Sales Competency Assessment

*“SCA has given us the means to precisely identify the shortcomings of our sales force. It is a cost-effective tool, a good investment for our sales force”.*

Michel Zilbermann, Training Director Xerox (France)

### A unique approach to measure the knowledge and competency of your sales force

Often sales managers lack a handy tool that measures the crucial factors that make up the heart of a sale. Traditional sales measures such as turnover, margins and sales volumes fail to capture the quality of the salesperson’s performance and competency in providing a valued sales experience that will improve long-term customer relations and profitability. For example:

- **How do you measure a salesperson’s performance in relation to the client’s needs?**
- **How do you evaluate the salesperson’s competency during a negotiation?**

The Sales Competency Assessment (SCA) provides a quick, accurate, yet comprehensive evaluation of the key factors of sales performance. It compares the perceptions of a salesperson’s performance with their sales manager’s perceptions using 13 key sales performance indicators. Research has identified these factors as critical for maximising sales competency and performance. SCA also independently rates the salesperson’s knowledge of sales theory.

The SCA evaluates the entire sales cycle as well as the principal performance factors used before, during, and after the sales cycle. The model is broken down into 7 factors covering the sales cycle (from preparation to closing the sales) and 6 key factors supporting it.

The SCA provides your organisation with:

- **An objective report on your salespeople’s practices pinpointing strengths and weaknesses.**
- **Knowledge of exactly where to focus training to improve your sales force’s performance.**
- **Information to evaluate the Return on Investment (ROI) of your sales training.**
- **A guide to reinforcing sales performance through coaching.**

#### Key Features

- Multi-choice **questionnaires** are completed by the salesperson and their manager
- A **computer-generated report** contains an analysis of the salesperson’s strong points and improvement opportunities in 13 key areas of sales performance
- **Comparison** between the salesperson’s performance as assessed by both the manager and salesperson
- A **detailed analysis** of gaps in perceptions (between the salesperson and sales manager) can foster individualised solutions for improving sales performance
- An **independent assessment** of the salesperson’s knowledge of sales theory.

#### XEROX

##### CASE STUDY: Xerox

- ▶ **Situation:** Xerox, France noticed that the sales team was under performing. Management wanted to find a way to bridge the gaps between sales managers and sales representatives and increase productivity.
- ▶ **Course of Action:** All Xerox sales managers and sales representatives participated in Sales Competency Assessments (SCA).
- ▶ **Results:** The SCA was able to precisely identify and target areas for improvement. Needs were identified for a training program to coach managers and specific training programs for the sales representatives. As a result, Xerox France experienced a significant increase in sales.

*Knowing how to sell is priority number one.*

## SCA Enables Organisations to:

- Assess the professional knowledge and competencies of their sales force.
- Measure the results of training programs that are already in place.
- Analyse and identify the training needs of their sales force.
- Provide personalised coaching to salespeople based on their level of skills and competencies.
- Facilitate constructive communication between management and salespeople to avoid or eliminate subjective evaluations.
- Form a consensus within the organisation about sales goals and objectives and steps to be taken to achieve them.

## Benefits:

- **Accurate and objective.** Adopts a multi-rater approach to evaluating an individual's knowledge and competency in 13 key areas of sales performance.
- **Comprehensive.** Identifies 13 vital areas of sales competencies that span the entire sales cycle.
- **Diagnostic.** Measures a salesperson's strengths and weaknesses, making it easy to pinpoint areas for improvement.
- **Easy-to-administer.** Uses a cutting-edge computer program to analyse survey data and generate detailed reports.
- **Results-oriented.** Focuses on key areas of skills and competencies vital to boosting sales results.
- **Tested and proven.** SCA has been widely accepted as a useful sales evaluation and training tool across various industries and around the world.
- **Well developed.** SCA is based on and supported by decades of extensive research by top industry experts.

## Credentials

SCA was first developed in 1986 in response to the growing demand from sales managers who wanted to identify areas that would dramatically improve the performance of their sales force. After a decade of extensive empirical research, a new version of SCA has evolved that focuses on the measurement of sales performance and competency of the salesperson at each step of the sales cycle. Using findings from various sources of academic and empirical research, SCA assesses the performance of salespeople by looking at specific observable behaviours.

## About Us

Dawson McDonald is the Australian Partner of the internationally recognised Persona International group, that offers business solutions to organisations throughout 45 countries. Company Principals, John Dawson and Carmel McDonald have been consulting, coaching, training and recruiting for Australian businesses for over a decade, following extensive industry experience.

## About Persona

Persona International is a worldwide provider of learning, development and assessment tools and methodologies for organisations facing challenges in change leadership, communication, organisational alignment, sales, customer service, and management.

## Corporations that have benefited from Persona Programs include:

General Electric	Microsoft	Exxon Mobil
Pfizer	Xerox	Applied Materials
BMW	Vodafone	British Airways
Mitsubishi	Dell Computer	Japan Airlines
Disney	IBM	Credit Suisse
Coca Cola	Alcatel	American Express
Hitachi	Motorola	Sony Music Entertainment



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