

Sales Evaluation

Assess strengths and weaknesses. **Support** and improve performance. **Achieve** sales goals.

What is a Sales Competency Evaluation?

A sales competency evaluation is essential for building a high-performing sales team. They enable sales leaders to identify strengths, weaknesses, and gaps in knowledge for each individual salesperson in their organization.

Comprehensive evaluations help ensure that each member of your sales team can deliver long-term success for the organization. As a leader, you'll uncover if your sales team:

- Goes about things in the best way possible
- Is equipped with the skills they need to succeed
- Has weaknesses preventing them from being as effective as they can be



The Hunting Competency

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- ✓ Will prospect
- ✗ Prospects consistently
- ✓ Prospects via phone and/or walk-ins
- ✓ Has no need for approval
- ✗ Schedules meetings
- ✓ Recovers from rejection
- ✓ Maintains full pipeline
- ✓ Not a perfectionist or does not prevent prospecting
- ✓ Likable
- ✓ Reaches target prospect
- ✗ Gets referrals from customers/network
- ✗ Uses social selling tools
- ✓ Attends networking events

Along with overall competency scores, you'll see a detailed breakdown of each of your representative's subscores for associated categories. This way, you can work on specific aspects of a team member's development without wasting time on areas that don't need as much improvement.

Great Salespeople Aren't Born, They're Trained.

A full evaluation of sales competencies gives managers deep insights into data about their sales team that they would otherwise not uncover. In this sample sales evaluation, you'll get a glimpse of how many different sales-related weaknesses and competencies can be evaluated through our programs.

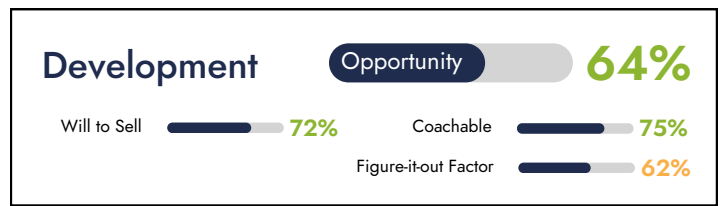
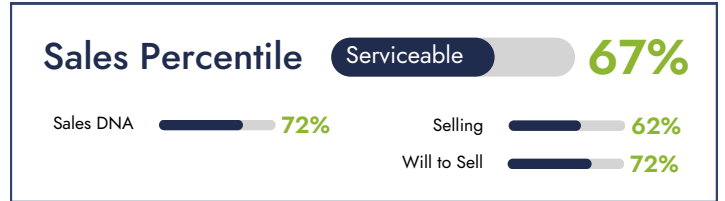
With this data in hand, managers and their sales teams can develop comprehensive and strategic development plans to address one, some, or all of the insights analyzed.

Core Competency Dashboard

This sample dashboard presents a salesperson's scores on core sales competencies and is designed to help you manage, coach, and develop them. These evaluations help you determine each salesperson's full sales potential.



As a sales leader, do you ever wonder why it feels like some of your salespeople are hungrier or more committed than others? Wouldn't it be helpful to understand the root cause of their motivation? A salesperson's willingness to sell, and the dedication they bring to their work, is a major factor in their success. Our evaluations will help you identify how willing your team members are to sell.



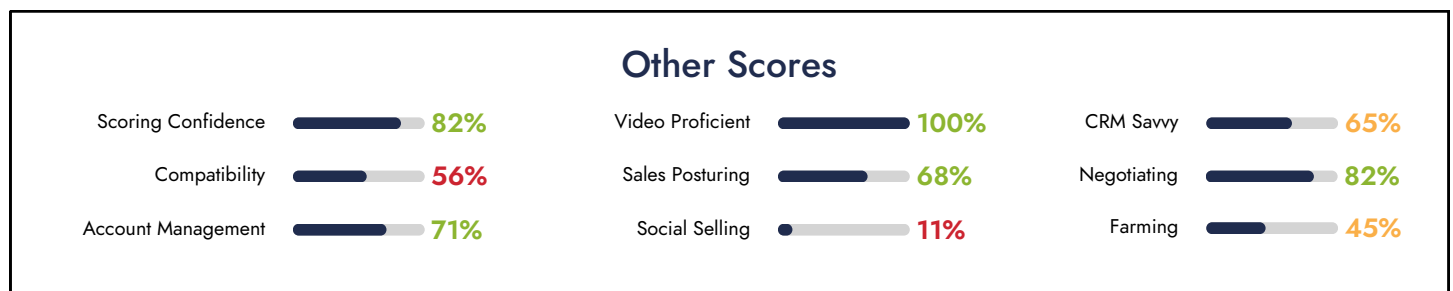
Not only does the evaluation provide a deep dive into core competencies, but it will also give you a high-level overview of a salesperson's likelihood to succeed in your organization. It factors in all subcategories and produces an overall sales percentile score to help you define whether your top talent is truly elite and where coaching opportunities for growth and sales improvement exist.



With sales, so much of the data we rely on is tangible (dollars earned, percentage to quota, etc.), but sometimes, it's just as important to understand your team's intangibles. Dig into your sales team's DNA competencies to see what makes your representatives tick which are identified as strengths and support good selling. As weaknesses, even if they know what to do, a lack of these competencies could prevent them from doing it.



Now that you know whether or not sales is core to your team member's DNA, our evaluation goes a step further to demonstrate their skill level for each critical step of a sales process. In this example, the representative might be excellent at contacting decision-makers but needs help closing the deal after securing a meeting. With this data, you can strategically approach training and development to work on qualifying, follow-up, and closing techniques.



At this stage, you should know more than enough about your team member's most important competencies, but the evaluation continues beyond there. Other scores included allow you to see how your team member likely navigates through their day, opening up coaching opportunities for how to manage time more effectively. For example, a lower CRM Savvy score could mean your sales representative needs to use the CRM more effectively.

Get Your Full Sales Evaluation

Have you ever taken the initiative to assess your team's sales competencies? If not, **it's not too late!**

At Topaz Sales Consulting, our team has decades of dynamic sales hiring, sales leadership, and sales training experience to help evaluate your organization's best and worst sales attributes. If your sales team is struggling, or you're curious to know more about how to improve your skills as a leader, it all starts with an evaluation like this.

Don't give up on your sales team. Take a full sales evaluation to assess strengths and weaknesses, support and improve performance, and achieve your goals.

About Topaz

Topaz Sales Consulting was founded to disrupt the way sales are conducted in the marketplace. We help businesses sell more, hire better, and responsibly lead high-performing sales teams.

What We Do

Can you imagine a world in which salespeople were a joy to be around, where they brought you high value and helped you make better decisions? We can, and that's why we do what we do. Our proven systems give your sales team the skills and tools needed to build a sales machine geared for long-term success.

Who We Help

- Financial Services
- Consulting
- Home/Commercial Services
- Manufacturing
- Technology
- Education
- Health Services
- And More

"I have been impressed with the Topaz methodology and approach. It's a **powerful combination** of course material and discussion of real world examples."

Financial Executive, Professional Services Industry

Our Programs



Stop rolling the dice when you hire new employees. Take the guess work out of attracting, screening and onboarding your next great salesperson.



Transform the way your sales team thinks and performs. Your team will begin to see results as they radically shift from trying to sell to helping people buy.



Equip yourself to lead a high performance sales team. Develop stronger sales leadership skills in coaching, motivating, recruiting and accountability by turning hidden weaknesses into strengths.

Get in Touch



(512) 886-4880
info@topazsalesconsulting.com
topazsalesconsulting.com