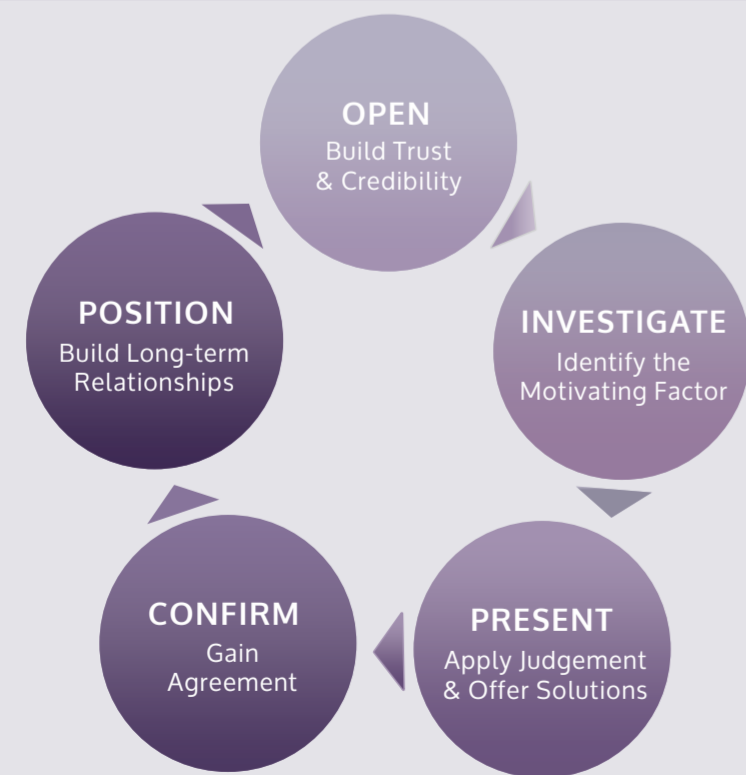


# BENCHMARKING WITH SKILL DATA FOR SALES SUCCESS

Benchmark your sales team to diagnose performance obstacles



## MEASURE THE FIVE CORE SALES SKILLS



85 – 100%	Highly Effective Customer-Oriented Selling Skills
70 – 84%	Adequate Skill Level for Moderate Growth
55 – 69%	In Need of Targeted Training to Maintain Growth
< 55%	Critical Situation for Immediate Capability Development

The data from the Selling Skills Assessment Tool™ (SSAT), used in conjunction with Customer-Focused Selling™ (CFS), helps you leverage critical selling skills to achieve outstanding sales results:

- Increased sales volume
- Improved close ratio
- More efficient and productive use of selling time
- More effective sales management process
- Larger cross-selling volume
- Increased repeat and referral business
- Better differentiation from the competition

