



**PRO-EXEC**

**Selling Skills Assessment Tool  
and  
Customer Focused Selling  
Executive Summary**

PRO-EXEC LIMITED

© Copyright 2004 Praendex Incorporated

## Key Questions

- Are your sales in line with budget?
- Are your top line sales growing beyond market expectations?
- Are you confident you can sustain expected growth?
- Are you leveraging the full sales potential?
- Are you confident that your sales teams are motivated to achieve beyond expectations?
- Do you have a reliable, predictable process to deliver expectations?
- How certain are you of the future delivery of the sales teams?
- You're ready to take sales to the next level – How are you going to get there?



**PRO-EXEC**

**What is selling?**

**Our unique two-step approach**

## Recognized components of selling

- **OPEN:** Explores how to build trust and credibility by setting verbal agendas, handling early objections and managing client expectations.
- **INVESTIGATE:** Examines how to accurately assess the situation and uncover the client's needs through strategic questioning, listening skills and the examination of their decision making criteria.
- **PRESENT:** Encompasses how to link your capabilities to the client situation through strategic value articulation, differentiation and the appropriateness of your solutions.
- **CONFIRM:** Uncovers how to ask for the business, handle objections, gain agreement and win the business, even when there are multiple decision makers.
- **POSITION:** Focuses on how to build long-term customers for life, including referral strategies, cross selling and customer relationship management.

## Step 1: Selling Skills Assessment Tool (SSAT)

- SSAT is an online questionnaire that probes your sales people's abilities in the Five-Step CFS process. It takes about half an hour to complete online.
- SSAT is a tool designed to assess sales professionals' consultative and customer-focused selling skills. It is a thorough statistical analysis of your sales force, their specific groups, and each individual participant. It turns qualitative evaluation into a quantitative resource.
- It primarily serves as a diagnostic, benchmarking and tracking tool which facilitates targeted training and coaching in the Five-Step CFS Process.
- SSAT gives you an objective look at your people's strengths, their skills, and specific areas that need improvement. It provides a detailed, accurate quantification of the selling abilities across your organisation.
- It provides vital information that allows you to focus your sales training initiative for maximum impact and maximum revenue growth.

## SSAT Corroboration

- SSAT is a diagnostic tool designed to provide insight into your sales skill strengths and areas of growth.
- Developed in 2001 by Nancy Stephens, MEd & founder of Global Sales Alliance; acquired by PI Worldwide in 2006
- Beta tested for 6 months; 10 companies; sample size of 300
- Two independent research studies in 2003 and 2006 by doctoral-level psychologists indicate all individual items and overall SSAT scale show good reliability
- SSAT tracks demographic and sales experience data for every participant
- SSAT scores not impacted by age, gender or race, nor by amount of sales experience
- SSAT utilizes centralized processing and SPSS (highest caliber statistical software available) for quality assurance
- Administered to thousands of participants in North America, Europe, the Middle East, and Asia
- Available in a broad range of versions by industry and position

## **Step 2: Customer Focused Selling (CFS) is based on psychological and behavioural techniques and offers a disciplined and structured approach to selling**

CFS is a one or two day workshop that explores how to Open, Investigate, Present, Confirm and Position and offers solutions to the following:

- How to build trust, credibility, and respect
- How to adapt to social styles
- How to sell to multiple buyers
- How to identify decision makers
- How to uncover needs accurately
- How to utilise strategic questioning
- How to master business listening
- How to articulate value
- How to ask for the business
- How to gain agreement
- How to handle objections
- How to position for long-term business