

Scientific Sales Selection

How to select top performers and avoid low performers



Introduction

The purpose of this course is to help companies improve their ability to select top sales producers. The principles presented in this course apply to any sales assessment managers may use. However, the focus is on developing the knowledge and skills required to interpret the SPQ® Gold and utilize it in sales selection applications.

Target Audience

This course is designed for individuals with little or no background training in the use of SPQ® Gold. Some individuals who have a working knowledge of the SPQ® Gold may wish to attend the course for the purpose of gaining a review of the material and to improve their test interpretation skills.

Course Details

- **Course Name:** Scientific Sales Selection – Recruiting and Hiring Effective Sales People
- **Category:** Professional Development
- **Sub-Category:** Sales Management and Human Resources Management
- **Course Provider:** Confident Approach in cooperation with Behavioral Sciences and Research Press Inc.
- **Trainer:** Christer B. Jansson
- **Course Location or online:**
- **Course Duration:** Full Time – One Day (or 4x2 hours meeting online)
- **Course Date and Time:** Between 9am and 6pm

Scientific Sales Selection - Course Overview

1. Introduction

- Course Overview
- Importance of Sales Function
- Key Definitions

2. Sales Candidacy: Assessment

- The Meaning of Selling
- Three Critical Questions
- ARE vs. DO
- Two categories of Psychological Tests
- Cost - Consequential Testing

3. Sales Candidacy: Predicting Sales Ability

- Reliable Predictor of Sales Success

- Functional Dimensions of the Sales Process
 - Understanding Fear of Self-Promotion
 - Call-Reluctance Model & Definition
 - Understanding Impostors
 - Basic Research on Call Reluctance
- 4. Sales Candidacy: Identifying Sales Call Reluctance**
 - The Twelve Faces of Sales Call Reluctance
 - Incidence of Call Reluctance
- 5. Sales Candidacy: Evaluating Test Results**
 - SPQ GOLD – Sales Development Report Review
 - SPQ GOLD – Sales Development Report Sections
 - SPQ GOLD - Summary Report
 - SPQ GOLD – Interpretation Guidelines
 - Additional Resources

Scientific Sales Selection – Course Skill Building Exercises

In each of the exercises below, individuals will work in small groups.

Exercise 1 – Interpreting the SPQ GOLD

- Actual Case Studies
- Interpreting Test Results; Making Selection Decisions
- Assessing Background Information

Exercise 2 - Spotting Sales Call Reluctance

- Actual Case Study
- Using Skills to Identify Correct Profile
- Assessing Additional Background Information; Making Selection Decisions

Exercise 3 – Using Multiple Sources of Information

- Actual Case Study
- Interpreting Sales Assessment #1
- Interpreting Sales Assessment #2

Exercise 4 – Picking the Top Sales Prospectors

- Champion Scholarship Recognition

At the end of the course participants will receive accreditation certificates.

Price: Ask for a proposal

Participation fee includes: SPQ Gold assessment, workshop material, your own copy of Psychology of Sales Call Reluctance book written by George W. Dudley and Shannon L. Goodson, lunch and refreshments.

For more information regarding in-house training and availability, please contact us on christer@confidentapproach.com or on +46 (0)73073 5044.

About Confident Approach

Confident Approach is a business service provider that is primarily focused on helping companies improve their sales productivity. Within that focus, we have specialized in two key areas:

- Precise research of psychological barriers that can be identified at some stage of sales prospecting or business development process, experienced by many salespeople and professionals in contact dependent situations.
- Initiating behavioral change programs which can quickly and effectively eliminate those barriers once they have been properly diagnosed.

Throughout our history, we have successfully balanced good science, sound psychological applications and excellent customer service and support.

Confident Approach AB

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