



# sales

## Skills Index



**Driving Sales Performance!**

### ***What is the Sales Skills Index?***

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Like any profession, selling has a body of knowledge related to its successful execution. It is this knowledge that the Sales Skills Index measures. The Sales Skills Index is an objective analysis of an individual's understanding of the strategies required to sell successfully in any sales environment.

The Sales Skills Index presents questions that portray "real life" sales situations. Each situation has four alternative ways to be handled. Respondents are given the opportunity to rank the four alternatives from "best" to "worst."

By comparing the individual's responses with those of proven top sales professionals, a report is generated showing strengths, weaknesses, and how well they understand sales strategy in seven categories. These categories include Prospecting, First Impressions, Qualifying, Demonstrating, Influencing, Closing and a General score.

### ***Results and Benefits***

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Many businesses live and die by the effectiveness of their sales teams. The Sales Skills Index is a powerful tool in recruiting, developing and managing effective sales teams.

The reports coupled with the developmental CD series are a powerful ally for anyone responsible for a sales team.

The Sales Skills Index will allow you to:

- **Clearly identify areas for development**
- **Understand individual strengths in a sales team**
- **Specifically develop each individual**
- **Recruit people with the right sales skills**
- **Assist salespeople reach their personal targets**



***To find out what Sales Skills Index can do for you and your team...Contact us today!***

**3 WIN Consulting**

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