



PERFORMANCE • FULFILLMENT • RESULTS

CONSULTATIVE SELLING SURVEY

A sales organization's ability to win and grow business is a function of the consultative selling ability of its salespeople. Pinpointing which consultative selling skills need development in the salesforce is a common challenge for many organizations. Measuring these skills - through the eyes of sales managers and leaders - offers insight that the organization can use to create a development strategy for the sales force. The *Consultative Selling Survey* is an online tool that generates a diagnostic analysis of the skill state of the sales organization. The resulting report yields information that can be used to make better decisions in the areas of sales development and performance improvement.

The *Consultative Selling Survey* asks respondents to evaluate ten important consultative selling skills:

1. Gaining access to prospects
2. Establishing rapport
3. Discovering business needs and priorities
4. Calling on decision makers at appropriate levels
5. Delivering presentations focused on audience needs
6. Adapting style to make others more comfortable
7. Managing relationships in stressful situations
8. Closing sales
9. Completing negotiations where all parties win
10. Supporting the customer after the sale

The *Consultative Selling Survey* measures these skills to identify the sales organization's strengths and development needs.

VALUE PROPOSITION

The *Consultative Selling Survey* points the way to insightful development decisions for the sales organization by providing data on the sales force's current skill state, which can be used to determine an appropriate development solution to deliver performance improvement.

APPROACH

The *Consultative Selling Survey* provides feedback in an easy-to-understand one-page report. The process can be completed in two to three weeks and includes the following steps:

- Data Collection**
 - Sales managers and leaders complete a 5-minute web-based survey
- Feedback Report**
 - Input from the survey analyzed and summarized in a brief report
 - Organizational data measured against aggregate results from other organizations
 - A Wilson Learning sales representative meets with you to interpret the report and discuss possible action steps

How well do you know your sales force's vulnerabilities?

How much is it costing you to not be sure?

