SALESFORCE COMPASS™ A NEEDS ANALYSIS SURVEY

The collective skills of a sales force can be a critical factor in an organization's ability to compete, win, and prosper in complex times. Measuring those skills - through the eyes of sales managers who see the salespeople in action - provides important information that the organization can use to leverage strengths and erase gaps. *Salesforce Compass™* is a needs analysis tool that diagnoses the current skill state of the sales organization, providing better information so that better decisions can be made with regard to developing the salesforce and improving performance.

The *Salesforce Compass™* identifies where your sales organization is in terms of Wilson Learning's research based Consultant/Strategist model of salesperson effectiveness.

Consultant / Strategist Model

Today, effective selling requires more than personal effectiveness and technical effectiveness (product knowledge). Salespeople need to become valued consultants for the client organization while maintaining a strategic view to ensure that they pursue and close profitable business for their own organization.

The *Salesforce Compass™* needs analysis survey measures 19 skill areas from the Consultant/Strategist model to identify the sales organization's strengths and development needs.

VALUE PROPOSITION

Salesforce Compass™ points the way to insightful development decisions for the sales organization by:

– Clearly charting the salesforce's current skill state

– Providing data-driven direction for development investment

– Delivering a broad array of information in a low cost, easy-to-implement approach

APPROACH

The *Salesforce Compass™* provides an economical and simple data collection process that results in a rich, easy-to-understand feedback report. The entire process can be completed in less than a month.

Data Collection
- Sales Managers, Executives, and other feedback providers are identified and notified of the analysis.
- The feedback providers are registered in Wilson Learning's online survey system.
- Feedback providers complete a 10-15 minute web-based survey.

Feedback Report
- Input from the survey is analyzed and summarized in a brief and focused report.
- Skill areas with the highest development need are identified.
- Feedback on the organization's learning environment is reported.
- Learning resources (i.e., workshops, books, CDs, and DVDs) and Coaching Tips for each identified skill area are provided. These give guidance for developing priority skill areas through group and individual learning and on-the-job action.