

**MAKE THE MOST OF THE
SALES TALENT
WITHIN YOUR ORGANIZATION.**



PI Worldwide

People Smart. Results Driven.®

YOU'RE READY TO TAKE SALES TO THE NEXT LEVEL. HOW ARE YOU GOING TO GET THERE?

It's all about numbers. Or is it?

Whether that pressure you're feeling is coming from the competition, from your Board of Directors or simply from your own desire to achieve more, the answer to sales performance challenges isn't just about making the numbers this quarter. It's about hitting your sales goals consistently, time after time. And the key to that is your people—discovering their strengths, finding out where they need help, improving their skills, and motivating them to perform at their full potential.

It's a straightforward proposition: Give your sales team the knowledge they need to succeed; help them develop to the best of their abilities. It's the singular most effective way to:

- *Improve individual performance*
- *Increase sales team productivity*
- *Create predictable, sustainable sales results*
- *Help your people grow professionally within your company*

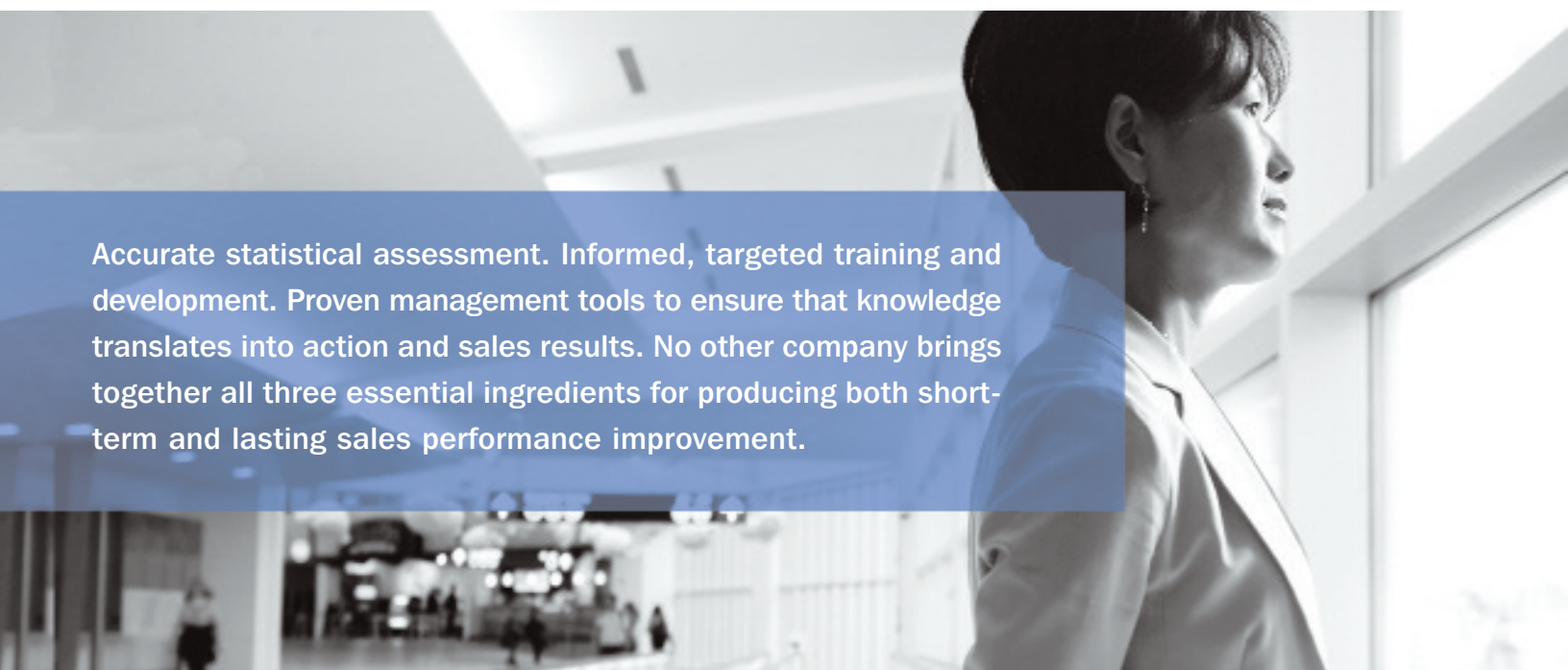
Targeted assessment. Targeted development.

Targeted results. PI Worldwide offers a unique combination of services that let you measure, manage, and take control of your organization's sales performance.

Our Selling Skills Assessment Tool (SSAT) provides accurate statistical data that mirrors your organizational structure, and lets you see exactly where you are today—individual, team and company-wide strengths and areas for growth.

Customer-Focused Selling (CFS) delivers the training your team needs to perform at the highest level. Based on the information we learn in the SSAT, together with an understanding of your specific goals, we're able to target an instructor-led or in-house program to produce the immediate improvement you're looking for.

The Predictive Index® provides your sales managers with the motivational and behavioral insights they need to support, guide and coach their people—and to ensure that their new skills are being applied to improve day-to-day performance, and long-term success.



Accurate statistical assessment. Informed, targeted training and development. Proven management tools to ensure that knowledge translates into action and sales results. No other company brings together all three essential ingredients for producing both short-term and lasting sales performance improvement.

UNDERSTAND | SELLING SKILLS ASSESSMENT TOOL

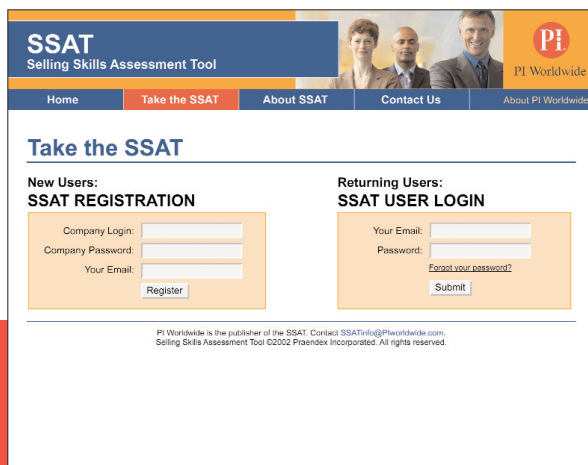
Start with a clear look at where you are today.

Knowledge is power, and PI Worldwide's Selling Skills Assessment Tool (SSAT) gives you the specific data you need to increase the sales production and customer interaction skills of your whole team.

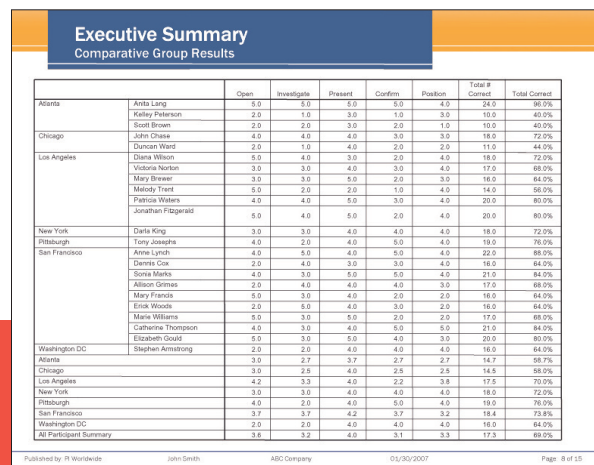
The SSAT gives you an objective look at your people's strengths, their skills, and specific areas that need improvement. It provides a detailed, accurate quantification of the selling abilities across your organization, vital information that allows you to focus your sales training initiative for maximum impact and maximum revenue growth.

The easy-to-administer online survey includes 25 targeted, scenario-based questions that assess the five critical skills essential to successful consultative selling:

- Building trust and credibility
- Identifying client needs
- Presenting products/services and articulating their value
- Handling objections and gaining agreement for the sale
- Creating customers for life with effective positioning



A targeted assessment tool to meet your needs. With multiple sales position and industry editions available, the SSAT is designed to fit your specific situation. The assessment is web-based, so it's easily accessible to your entire sales team—whether they're based in one location or dispersed around the globe.



		Open	Investigate	Present	Confirm	Position	Total # Correct	Total Correct
Atlanta	Anita Lang	5.0	5.0	5.0	5.0	4.0	24.0	80.0%
	Kelley Peterson	2.0	1.0	3.0	1.0	3.0	10.0	40.0%
	Scott Brown	2.0	2.0	3.0	2.0	1.0	10.0	40.0%
Chicago	John Chase	4.0	4.0	4.0	3.0	3.0	18.0	72.0%
	Dorcas Ward	2.0	1.0	4.0	2.0	2.0	11.0	44.0%
Los Angeles	Elana Wilson	5.0	4.0	3.0	2.0	4.0	18.0	72.0%
	Victoria Norton	3.0	3.0	4.0	3.0	4.0	17.0	68.0%
	Mary Brewer	3.0	3.0	5.0	2.0	3.0	16.0	64.0%
New York	Melody Trent	5.0	2.0	2.0	1.0	4.0	14.0	56.0%
	Francis Waters	4.0	4.0	5.0	3.0	4.0	20.0	80.0%
	Jonathan Fitzgerald	5.0	4.0	5.0	2.0	4.0	20.0	80.0%
Philadelphia	Darla King	3.0	3.0	4.0	4.0	4.0	18.0	72.0%
	Tony Lovell	4.0	2.0	4.0	5.0	4.0	19.0	76.0%
San Francisco	Anne Lynch	4.0	5.0	4.0	5.0	4.0	22.0	88.0%
	Dennis Cox	2.0	4.0	3.0	3.0	4.0	16.0	64.0%
	Donna Harris	4.0	3.0	5.0	5.0	4.0	21.0	84.0%
Washington DC	Allison Grimes	2.0	4.0	4.0	4.0	3.0	17.0	68.0%
	Mary Francis	5.0	3.0	4.0	2.0	2.0	16.0	64.0%
	Eric Woods	2.0	5.0	4.0	3.0	2.0	16.0	64.0%
Atlanta	Marie Williams	5.0	3.0	5.0	2.0	2.0	17.0	68.0%
	Catherine Thompson	4.0	3.0	4.0	5.0	5.0	21.0	84.0%
Chicago	Elizabeth Gould	5.0	3.0	5.0	4.0	3.0	20.0	80.0%
	Stephen Armstrong	2.0	2.0	4.0	4.0	4.0	16.0	64.0%
Los Angeles		3.0	2.7	3.7	2.7	2.7	14.7	58.7%
		3.0	2.8	4.0	2.8	2.8	14.5	58.0%
New York		4.2	3.3	4.0	2.2	3.8	17.5	70.0%
		3.0	3.0	4.0	4.0	4.0	18.0	72.0%
Philadelphia		4.0	2.0	4.0	5.0	4.0	19.0	76.0%
		3.7	3.7	4.2	3.7	3.2	18.4	73.6%
Washington DC		2.0	2.0	4.0	4.0	4.0	16.0	64.0%
	All Participant Summary	3.8	3.2	4.0	3.1	3.3	17.3	69.2%

An organizational, group and individual view of sales effectiveness. The statistical data you get from the SSAT is tailored to the way you manage your organization. In addition to individual reports and an overall summary of your entire sales team, you can evaluate by department, geography, title—or any other grouping you may choose.

DEVELOP | CUSTOMER-FOCUSED SELLING

Improve your team's skills with targeted training.

Your SSAT analysis gives you a solid understanding of where your team stands—and where they need to go. In Customer-Focused Selling (CFS), they'll get the specific knowledge they need to consistently achieve better sales results.

This is not your typical "sales seminar." In a highly interactive, adult learning format, CFS provides all the core competencies needed for effective consultative selling—with special emphasis on the particular areas shown by the SSAT to need improvement.

It's training uniquely designed to be used every day, not memorized. For every skill taught, there's an immediate application to a real-world business situation the participants are facing. They can see the power of the tools for themselves, and they come away from the program enthusiastic and ready to apply the new learning to their own customers and prospects.



Drilling down to learn more.

In order to gain a better understanding of the day-to-day workings of your sales organization, and to learn more about your team's specific development needs, we often supplement the SSAT's valuable statistical data with additional customized research.

Selling Smarter

Customer-Focused Selling is a consultative sales process that puts the needs of the customer first. It's a solution-based approach, in which the sales representative actively works with the buyer to solve problems in an atmosphere of earned trust and two-way communication. The benefits are well-documented and the outcomes are clear:

- *Increased sales volume*
- *Larger cross-selling volume*
- *Improved close ratio*
- *Increased repeat and referral business*
- *More efficient and productive use of selling time*
- *Better differentiation from the competition*
- *More effective sales management process*

LEAD | THE PREDICTIVE INDEX®

Motivate your team to turn knowledge into action—and results.

It's one of sales management's toughest issues: How do you bridge the gap between knowing and doing? How do you get your sales team to apply what they learn? Why is it that some people seem to "get it" right away...while others take much longer to turn learning into action?

The answer often hinges on the individual motivations that drive workplace behavior.

Using a proven process known as the Predictive Index® (PI), sales leadership can identify the natural motivations of their team members—different, of course, for each individual. PI helps employees and managers better understand how these factors impact day-to-day performance, and manage accordingly.

Managers can use this "inside knowledge" to work with their people to improve the application of newly-learned selling skills across all levels of the sales organization—and to enhance overall sales effectiveness and productivity.

The Predictive Index® is a proven management tool that offers a fresh understanding of what makes people work, and helps you motivate them to work better. It enables your sales leadership team to harness the unique motivating needs and drives of your individual team members, and chart a course for personal and team improvement.



ARE YOU READY TO IMPROVE YOUR COMPANY'S SALES PERFORMANCE AND PRODUCTIVITY?

We'd like to help. For more information about the Selling Skills Assessment Tool, Customer-Focused Selling, the Predictive Index®, or any of our other business solutions, please give us a call or visit us on the Web.

PI Worldwide is a global management consulting organization that helps companies be more successful by focusing on their most important asset—their people.



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