



SalesMax® is a comprehensive online assessment tool designed to assist in selecting, onboarding and developing individuals for professional sales positions.

Maximize Profits

Develop & Hire a Winning Sales Team

Losing confidence in your hiring strategies?

Weed out applicants with little or no sales potential and find those with natural sales abilities. **SalesMax** measures personality traits, motivations and sales knowledge that contribute to effectiveness in the sales role.

Are poor performers ruining your bottom line?

Start exceeding your sales goals and improving your sales force today. Measure your current sales professionals' strengths and areas for improvement, and focus development on what will make the most impact for your team.

- Based on a consultative sales approach
- Validated to select top performers
- Easy to use in the field

"The SalesMax development assessment has helped identify the sales competencies/skills need of our retail seller group. This information is crucial to our process in developing learning plans which are customized to each seller's needs, allowing our company to capitalize on our training investment."

Customer
Director of Cooperative Talent Management

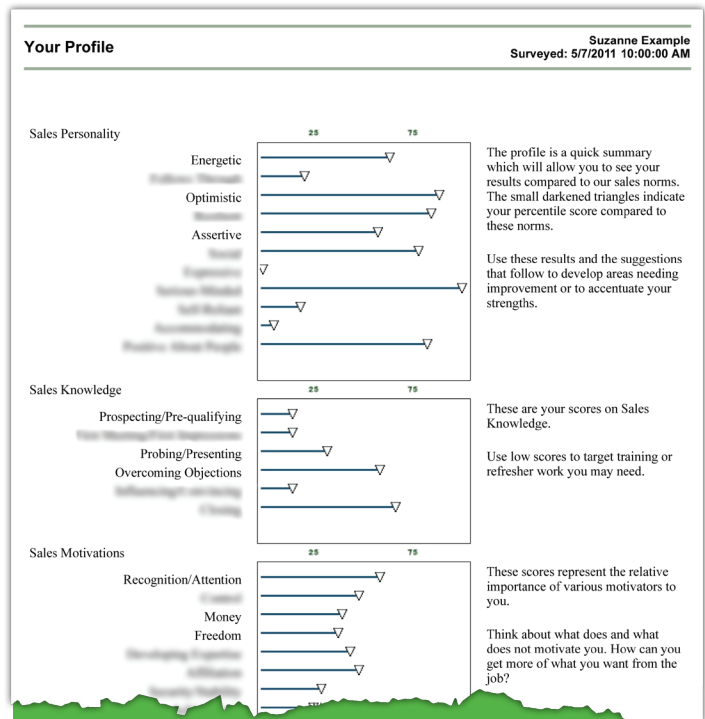
Hire Top Sales Talent

SalesMax Selection Reports

- Help you identify and hire applicants with greater sales potential
- Provide a probability score of the candidate's success
- Show the candidate's personality fit with the role

Each report also provides:

- Scores on knowledge of effective sales strategies
- Indications of what motivates them
- Interview probes to pursue areas of weakness
- Management suggestions to gain insight if hired

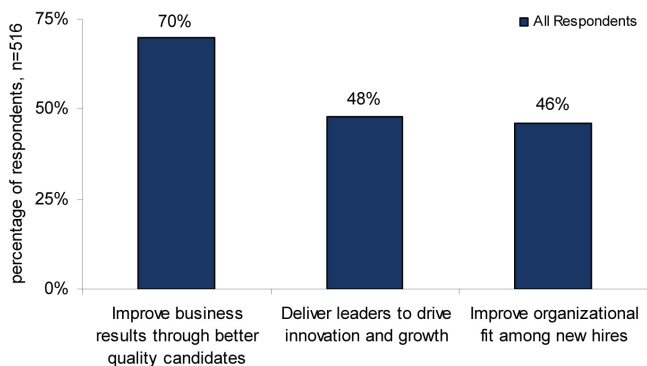


Develop Existing Salespeople

SalesMax Development Reports

- Evaluate current salespeople and target their needs
- Give individual feedback on how specific personality factors help or hinder job effectiveness
- Provide specific recommendations and resources on how to close gaps including tips on building strengths and addressing weaknesses

Figure 2: Goals for the Use of Assessments



Source: Aberdeen Group, April 2011

Personality
Evaluate their natural fit with the sales role

Sales Skills
Know their knowledge gaps

Motivations
Understand what will motivate them

In our recent client study on the use of assessments to hire individuals for a technology sales role, those who were in the highest category on the assessment achieved twice the gross profit compared to others.