



The SHL Sales Report Overview

Identify, hire and develop top-performing sales professionals, whatever the sales environment

Benefits of testing with the SHL Sales Report

The Sales Report is a valuable online tool that makes recruiting or developing salespeople easier and more cost-effective.

The Sales Report helps you to:

- identify top sales performers
- recruit sales people with the potential to sell more
- develop existing sales teams
- reduce the costs of turnover in sales teams

What does the Sales Report measure?

The Sales Report provides a snapshot of an individual's natural styles that are critical to sales success in a simple, easy-to-use format.

The Sales Report is based on the OPQ32 and, optionally, the Motivation Questionnaire. Combined, these tools offer a precise and in-depth picture of the important factors relevant for success in sales.

It measures success factors in three main areas:

Sales Foundations

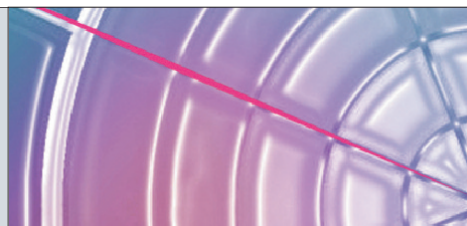
Factors important to sales effectiveness in most sales situations

Sales Cycle

How an individual is likely to perform in specific sales situations

Motivation

Aspects of motivation critical to keeping sales people performing at their peak



Key information:

The Sales Report is based on the OPQ32 and, optionally, the Motivation Questionnaire

The Sales Report output is available in 27 languages

The Sales Report is available online or via the SHL Bureau

Learn how to use the Sales Report with our new online training module

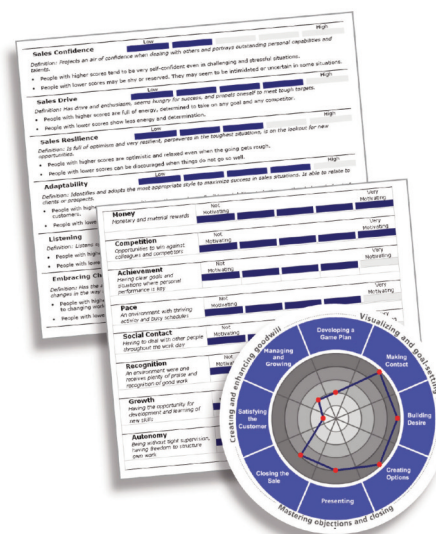
Summary report

Each of the three sections provides a graphical scale showing how the candidate's responses rated on a scale of low to high, or not motivating to very motivating. Each rating is followed by a description of how a high or a low score could be interpreted for on-the-job performance, enabling a hiring manager to identify potential strengths, weaknesses and areas to investigate further.

SHL Sales Model Profiler cards

The SHL Sales Model is mapped to the SHL Universal Competency Model™ (UCF). The Sales Model Profiler cards have been developed to enable you to use the Sales Report more effectively, by helping you to understand which competencies and motivators described in the report are most important to a specific sales role.

Identifying the most relevant competencies will also facilitate the use of the SHL Sales Report Interview Guide to help structure a better interview.



E-learning makes it easy

An e-learning module for the Sales Report is now available. Our new online training provides a step-by-step guide, making it easy and convenient for you to learn how use the Sales Report and plan interviews relevant to a particular sales role.

The Sales Report Interview Guide

The Sales Report Interview Guide provides a structured way of gathering information about each candidate and their competency potential in relation to a sales role. It is based on the 22 competencies and motivators in the SHL Sales Model and can be used to identify relevant areas to probe during an interview.

For more information contact:

