SHL Sales Report

Identify, hire and develop top-performing sales professionals

Assessing Sales Potential

In addition to selling, a strong capable sales force is critical to building a company's reputation and position in the marketplace. While sales roles vary across industries, sales professionals are generally in the front line presenting, supporting and responding to customers' needs – all functions that contribute directly to corporate success and growth.

SHL Sales Report Benefits

- ✓ **Identify** top sales performers with a proven tool
- ✓ **Recruit** sales people that have the potential to sell more
- ✓ **Reduce** the costs of turnover in sales teams
- ✓ **Link** to popular sales models, such as hunters, farmers, relationship selling etc
- ✓ **Develop** existing sales teams with simple, cost-effective development tool
- ✓ **Expand** to other areas using the UCF
- ✓ **Supports** international projects with global research
- ✓ **Link** the results to your own sales competency models
- ✓ **Provides** sales managers or HR with a powerful new talent management tool

sales?

The Sales Report measures critical personality factors that are proven to predict sales performance. It quickly identifies individuals that have what it takes to make the sale.

Will this person fit in our specific sales environment?

Now there is a simple, accurate way to predict how an individual will perform throughout the sales cycle. The SHL Sales Report identifies critical strengths at each stage – from Developing a Game Plan through Closing the Sale.

How can I motivate new hires as well as my top performers?

Motivation is a key factor that influences peak performance. The SHL Sales Report provides clear insights into an individual's motivators enabling managers to better engage them at all stages in their career.

How can I groom my existing sales team to maximize their potential?

The SHL Sales Report gives you the insight you need to create effective, customized development strategies for each team member along with the answers on how to motivate them to achieve their goals.

Provides a complete picture

By measuring three facets of performing in a sales position — Sales Foundations, Sales Motivations, and Sales Cycle factors — the SHL Sales Report uncovers information that is critical to effectively recruit or develop sales people.

Access Personality

Sales Foundation	Sales Motivation	Sales Cycle
Sales Confidence	Money	Developing a Game Plan
Sales Drive	Competition	Making Contact
Sales Resilience	Achievement	Building Desire
Adaptability	Pace	Creating Options
Listening	Social Contact	Presenting
Embracing Change	Recognition	Closing the Sale
	Growth	Satisfying the Customer
	Autonomy	Managing and Growing

Easy to use & interpret

The SHL Sales Report provides in-depth insights into factors critical for top sales performance in a simple, easy-to-use format.

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 with a descriptor of how a high or a low score could be interpreted for on-the-job performance, enabling a hiring manager to quickly identify how an individual might perform on the job or gain insight into areas for further development.

The Sales Report is available on Expert Online or managed via the SHL Online Bureau Service.

One page summary report

A one-page Sales Profile is included as the final page of the Sales Report. This profile features a summary of all the candidate's ratings and allows a hiring manager to mark those areas that are most important for success in that specific role. This convenient, snapshot view of how the candidate's profile matches the core job requirements can be easily applied to compare candidates or to prepare for specific interviewing questions.