

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



PI Worldwide
People Smart. Results Driven.®



A LEADER IN HUMAN CAPITAL ANALYTICS

Selling Skills Assessment Tool™

An objective analysis of your salespeople's strengths, skills, and opportunities

Customer-Focused Selling™

An interactive sales training program that delivers extreme sales results

The Predictive Index® System

A scientifically validated behavioral assessment and training tool

Coaching for Sales Growth™

A proprietary four-step coaching model for long-term sales management success

Let us help you realize the full potential of your most important asset – your people

UNDERSTAND | Selling Skills Assessment Tool™

Take the mystery out of sales performance.

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 initiatives for maximum impact and maximum revenue growth.

Easy-to-administer online, the SSAT covers 25 aspects of selling clustered into five key areas essential to a consultative sales process.

The SSAT is uniquely designed and delivers the following:

- Concrete data to demystify sales results
- Over 20 versions by position or industry (e.g. Outside Sales, Call Center, Banking, Healthcare, Retail, etc) to reflect your sales environment
- Organizational data presented on three levels: sales force, groups/teams, and individual for accurate training and coaching
- Analytics to be used independently or seamlessly with our proprietary Customer-Focused Selling™ program
- Evaluation and measurement over the course of 12-18 months for sustainable sales results (Benchmark, Retest, and Final SSAT)

“The SSAT is one of the greatest sales tools you can have if you are a Sales Manager, VP of Sales or a GM. It identifies a person's selling skills and the specific areas for improvement.”

Mike Eastwood
President GWV

Executive Summary		Open	Investigate	Present	Confirm	Position	Total # Correct
Rep Name	Michelle	3.5	3.5	4.0	4.0	3.0	18.0
Group Name	Open-Office	3.0	3.0	3.5	3.5	3.0	16.5
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Rep Name							

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 marketplace 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 selling 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*
- *Create predictable, sustainable sales results*
- *Increase sales team productivity*
- *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® (PI®)** 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.
- **Coaching for Sales Growth™ (CSG)** gives Sales Managers a proven multi-step coaching process, advanced coaching skills, and practical application strategies utilizing the data from both the SSAT and PI to accurately coach for outstanding sales results.



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.

DEVELOP | Customer-Focused Selling™

Capitalize on your sales talent.

Improve your team's skills with targeted training. The 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 use that information to get the specific knowledge they need to consistently achieve better sales results.

This is not your typical “sales seminar.” In a highly interactive format, CFS provides all the core competencies needed for effective consultative selling. 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.

- 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

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.

“ Since taking the CFS training, our sales team reduced their budget by 40% and increased their revenue by 20%. ”

Sales Manager, Telecommunications



LEAD | The Predictive Index®

Energize your team for action and results.

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 founded in the Predictive Index® (PI), PI Worldwide provides human-capital analytics to help sales leaders make science-based decisions about their #1 competitive advantage—their people. PI enables your sales leaders to harness the unique motivating needs and drives of their individual team members, and chart a course for personal and team improvement. Managers use this "inside knowledge" to work with their people to improve the application of newly-learned selling skills across the sales organization—and to enhance day-to-day performance, and manage for success.

“ For 17 years, we've relied on the insight from the Predictive Index® to hire the right candidates, place people in the right leadership roles and continue to be a strong financial services organization. The Selling Skills Assessment Tool and Customer-Focused Selling have allowed us to focus on building long term relationships with our clients, resulting in improved client service and revenue. ”

*Carol Highsmith,
Senior Partner, Centier Bank*



COACH | Coaching for Sales Growth™

Coaching for bottom-line results.

Develop your team for sustainable sales improvement. Coaching is an advanced sales management skill, critical to the development of your sales reps. Coaching for Sales Growth™ (CSG) recognizes that Sales Managers are the critical leverage point for achieving consistent long-term sales improvement. This program gives Sales Managers a proven multi-step coaching process, advanced coaching skills, and practical application strategies utilizing the data from both the Selling Skills Assessment Tool™ (SSAT) and the behavioral assessment tool Predictive Index® (PI®). This powerful combination of human capital analytics, skills and application enables your Sales Managers to accurately coach for outstanding sales results.

ARE YOU READY TO IMPROVE PERFORMANCE AND PRODUCTIVITY?

We'd like to help. For more information about the Selling Skills Assessment Tool™, Customer-Focused Selling™, Predictive Index®, Coaching for Sales Growth™ or any of the other “*People Smart. Results Driven.*®” services we offer, please give us a call, or visit us on the web.

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PI Worldwide® is a global management consulting organization that provides human capital analytics to help companies be more successful by focusing on their most important asset – their people.

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