

In today's economy, the ability to find and develop exceptional sales teams and sales leaders is vital. MRG's Sales Performance Assessment (SPA) provides objective data regarding specific sales practices and behaviors your team needs to compete and prevail while demonstrating how to develop your salesforce for long-term success.

MRG's Sales Performance Assessment™ (SPA) is a powerful offering that helps create a high performance sales force that will drive business growth. Our research studies on sales performance indicate there is no one "right" way to sell. Top performers differ depending on their industry, company, geography and role. While sales performance is highly influenced by external factors, our model of measuring 18 Sales Behaviors and 6 Sales Drivers provides insight into individual performers and collective teams. Used independently or in combination with other MRG offerings, Sales Performance Assessment™ products will help you:

- Identify specific behaviors and practices needed to achieve your organization's sales goals
- Set expectations for sales behaviors that are clear and consistent
- Build accountability into the sales development process
- Create selection criteria that help predict the success of sales job candidates
- Develop reward and recognition programs that improve retention

Strategic Sales Selection and Development



"We have found the SPA instrument to be a vital component in our work with sales teams around the globe. The simple yet flexible design has enabled us to substantively improve the effectiveness of sales teams and those who drive them in over 20 countries to date. The pragmatic view of the sales process provided by SPA is integral for all that we do in sales and sales management development."

**Joe DeAngelis, Ph.D., South Shore Behavior Partners
Cohasset, MA, USA**

MRG'S SALES PERFORMANCE ASSESSMENT MEASURES 18 SALES BEHAVIORS AND 6 SALES DRIVERS

Preparation

Market Awareness
Technical
Strategic
Structure
Prospecting
Entrepreneurship

Contacting

Communication
Outgoing
Optimistic
Excitement
Persuasive
Insight

Implementation

Aggressiveness
Tactical
Empathy
Team Player
Persistence
Production

Drivers

Sales Focus
Management Focus
Customer Focus
Materialism
Ego Rewards
Idealism

SPA STRATEGIC DIRECTIONS™ FEATURES

SPA Strategic Directions™ helps identify the most important sales behaviors for an organization's future success, creating a strategic context for sales assessment to help drive results through enhanced sales performance. Through the completion of a questionnaire and a facilitated discussion session, SPA Strategic Directions can be used to:

- Tie the sales behaviors to business objectives
- Clarify developmental priorities for the organization's sales professionals
- Identify action steps that the senior team can complete in order to develop an organizational culture and reward system that will foster the desired sales behaviors

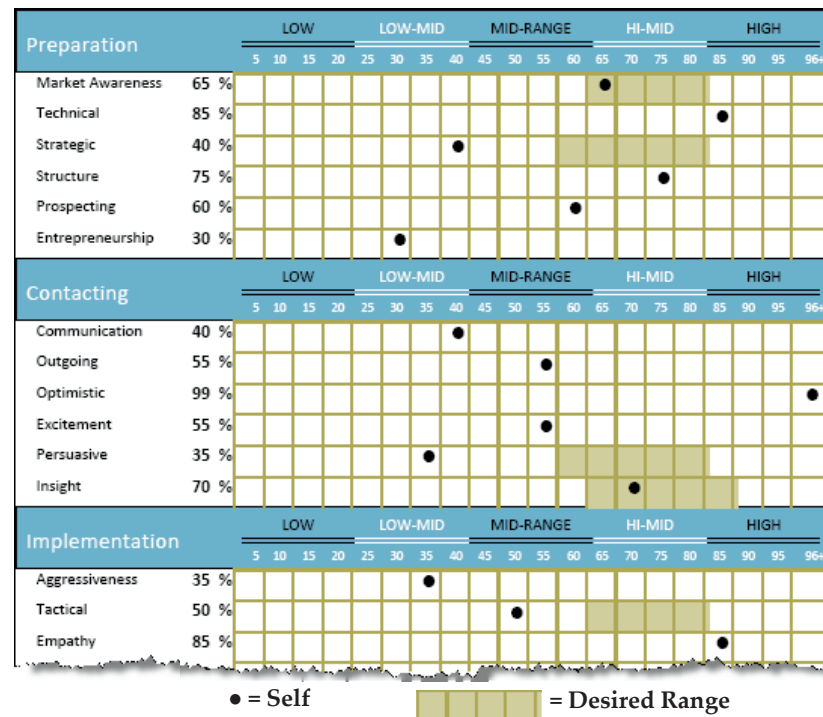
Coach and Develop

SPA Development Assessments give clear, concise feedback on current sales practices and suggest developmental actions, presenting information in a relevant, action-oriented manner suitable for sales professionals. The SPA Development Assessments are available in both Self-only and with Boss feedback options.

Sales Selection

SPA Candidate Report provides a concise analysis of the candidate fit to the role. The match is based upon the Success Profile developed within your organization using the SPA Strategic Directions process and/or the profile of your top performers. With specific insights into the assets and challenges individual candidates will likely exhibit and with the use of targeted interview questions, the SPA Candidate assessment helps you select and hire the best sales professionals to grow your business.

SAMPLE OF SPA™ SELF REPORT:



FACILITATOR CERTIFICATION

MRG's SPA™ is a sophisticated assessment requiring skilled facilitation. Our certification workshops provide extensive training for interpretation and use of our products. Flexible education options for your organization's unique needs and learning styles include an ever-growing suite of remote and online education opportunities as well as in-person and on-site workshops at your location of choice.

For current opportunities, please visit:
www.mrg.com/education-resources/certifications



Management Research Group®

Founded in 1983, Management Research Group is an international assessment firm specializing in Leadership Development, Personal Development and Motivation, and Sales Force Effectiveness. We honor the uniqueness of each individual. All of our assessments and services are designed and delivered to offer meaningful insight, inspire reflection, and make people feel valued, respected, and encouraged. We believe in the interrelated power of **Business, Science, and the Human Spirit.**

The MRG Difference:

- Our unique semi-ipsative questionnaire design significantly reduces rater biases, producing more accurate, valid and actionable feedback.
- We have one of the largest research databases in the world.
- We boast a network of 1500 consultants active in over 100 countries.
- MRG's assessments are available in 15 languages and are normed in 15 countries and 8 global regions.
- Our assessments are based on 40 years of research.

