

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™

is a powerful offering that helps create a high performance sales force that will drive business growth. There are many effective approaches to sales - 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 what’s working for your 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 identify sales candidates who will best meet organizational needs
- Build training and development 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 implement to develop an organizational culture and reward system that will foster the desired sales behaviors

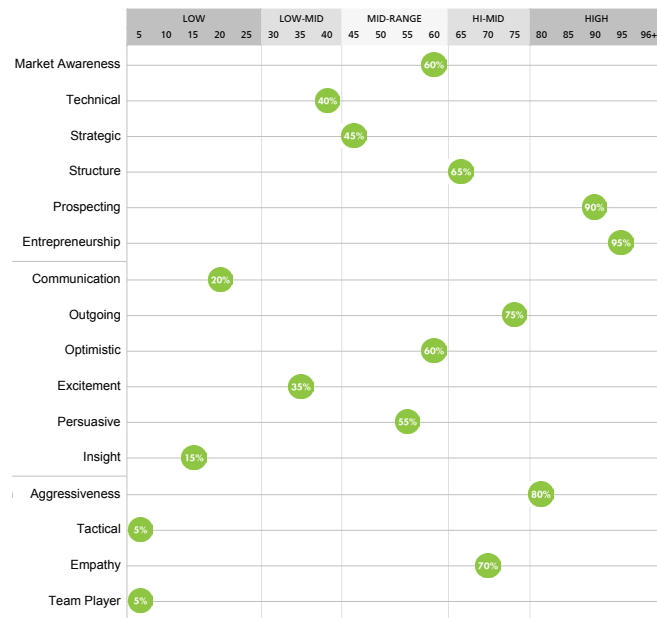
Coach and Develop

SPA Development Reports 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 Reports 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 report helps you select and hire the best sales professionals to grow your business.

Sample SPA Self Report



SPA Certification

To ensure high-quality interpretation and support, MRG assessments – including the SPA – can only be delivered by a certified practitioner. MRG's thorough, interactive certification programs include theoretical foundations, hands-on practice, and training in the assessment's practical application.

To be connected with a certified professional to support your work with the SPA – or to pursue your own SPA certification – contact MRG.



INSIGHT. EVIDENCE. INSPIRATION.

About MRG

MRG is a global leader in designing assessments that foster a deep self-awareness and impact people in profound and meaningful ways. The MRG suite of scientifically designed instruments, backed by more than three decades of research, includes solutions for Leadership, Motivation, Personal Development, and Sales. MRG believes that by recognizing

the whole self, in all its complexity, you can support individuals as they increase their self-awareness, channel their motivational energy, discover new opportunities for growth, and actively engage in their own development.

What sets MRG assessments apart?

- **Superior Instrument Design.** Unique questionnaire design blends forced-choice and anchored rating scale formats, resulting in an accurate, objective instrument that is very difficult to manipulate
- **Global Platform.** Available in up to 18 languages with over 40 regional norms and a network of thousands of practitioners around the world
- **Configurability.** Configure results to align with organizational competencies, client branding, and program-specific content.
- **Unparalleled Customer Service.** MRG's experienced and accessible service team supports you in executing successful projects and engagements