



**ICDL**

# **Sales Effectiveness Talent Audit**



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## **Sales Effectiveness Talent Audit**

**Advanced Online Effectiveness Measures for sales leaders and teams or for applicants for sales roles.**

### **A powerful combination**

Leading edge technology combined with the rigour of SHL psychometric tools and ICDL's advanced skills analytics. The Sales Effectiveness Talent Audit (SETA) provides organisations with a unique, fast, effective and cost-efficient method of identifying the best sales talent from today's teams, whilst screening out unsuitable applicants at the earliest stage of the recruitment process – increasing revenues and profit, reducing risk, saving time, saving money and delivering high calibre sales talent faster than ever.

### **How does SETA work?**

SETA is a suite of Internet-based screening tests that measures an applicant's capabilities against an optimal role profile comparing skills, ability, aptitude, attitude and motivation, verbal and numerical critical thinking abilities. SETA's sophisticated Internet technology enables organisations to leverage the speed and power of the Internet without compromising on test quality or security.

### **Who is SETA suitable for?**

SETA assesses the widest range of hard and soft skills of any process available on the market today, critical for making complex investment decisions when developing or recruiting expensive, yet business critical sales talent. Highly suitable for:

- Internal Sales
- Field Sales
- Senior or Executive Sales
- Account Managers/Client Directors
- Sales Leaders



### **Benefits of screening with SETA**

- More effective and focused development drives enhanced performance
- Better use of limited development budget
- Increases RoI on development spend
- Reduced cost per hire
- Faster time to revenue
- Better efficiency of HR and staff time
- Access to candidates no longer restricted by geographical boundaries
- Highly convenient and user-friendly for candidates
- Minimises the risks associated with Internet testing
- Identify and process top talent earlier
- Higher quality candidate pool
- Ensures a fair, consistent and objective screening process

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## **Reduce Risk and increase time to revenue**

<b>Spend only as appropriate</b>	Spend precious development budget only where it will have the most impact on the company's future revenue growth
<b>Reduce risk</b>	Screen for critical thinking early in the process to reduce the risk of selecting or investing in poor performers
<b>Save time</b>	Screen out time wasters. Invest time and resources on developing or interviewing only the best people
<b>Reduce cost</b>	Reduce cost per hire by screening out unsuitable candidates earlier. Reduce staff churn by focused development enabling early career progression
<b>Increase speed to hire</b>	Identify and progress key talent earlier, make hiring decisions faster. Stop losing talent to competitors due to lengthy recruitment or poor development
<b>Fairness and consistency</b>	Objectivity and consistency enables the screening process to be fair and equitable for all applicants

### **Already using ability tests?**

The SETA tests add even more value to standard testing processes. Reduce the number of candidates you need to test by screening-out unsuitable applicants with SETA upfront. In addition to validating candidate performance, this also saves time and money by ensuring that you only invest supervised assessment on the highest calibre applicants.



### **Is Internet testing safe?**

It is with SHL and ICDL. Our experience, IT infrastructure, security and helpdesk support is unrivalled.

### **So what is SETA?**

SETA brings together SHL's latest world beating offering, the Sales Report and ICDL's unique Future Skills Analysis Matrix into the first and only tool that offers a complete and rounded view of

the 'lead indicators' showing how well a Sales Professional or Sales Leader is likely to perform in today's complex sales environment. Using SHL's well respected and researched tools to highlight an individual's attitude, aptitude, horse power and motivation and ICDL's unique Future Skills Analysis Matrix, developed with input from British Telecom, SETA now offers you a unique insight into your Sales Talent whether existing or still to be hired.



# ICDL

## What's in the tool?

SHL have researched the key indicators that determine how much potential a Sales Professional has for operating in today's complex commercial environment. These are grouped under three key headings:

The **Sales Foundations** section focuses on factors that are important to sales effectiveness in most sales situations. While the relevance of these factors may vary from job to job, these are key factors that apply to most sales roles.

The **Motivation** section focuses on motivators that can influence sales effectiveness. Motivation is the force that drives an individual to perform. Motivation determines how much energy someone will channel into a job and what can help someone maintain this energy. Motivation can have a significant impact on output and success.

The **Sales Cycle** section focuses on factors that are important in a typical sales process. It indicates the likely effectiveness of an individual in eight critical categories of a sales process. Understanding an individual's natural strengths in the sales cycle can help to determine the type of sales environment in which s/he can be most effective. It can also identify areas where development or training can improve overall effectiveness.

ICDL's **Future Skills Analysis Matrix** discovers the true potential of the individuals in your team, by looking at what they can actually do and optionally what they have actually done. Through a logical and intuitive process of questions and answers, the Matrix can answer the critical questions surrounding personal development and resource planning: **What needs to be done?, Who can actually do it?, What gaps of knowledge or experience do we need to fill?**

The Matrix can reveal untapped sources of skill and experience within your organisation, or direct you to gaps that need to be filled. Where gaps exist, it can recommend learning paths that will deliver the knowledge and expertise required or evaluates new hires against optimal future skill criteria.

Using the Skills and Experience Matrix, you can optimise and protect your investment in your people and the assets of skills and experience they have acquired. By identifying specific opportunities for development at the individual level, it ensures your team reaches its maximum competitive potential, benchmarked against the top performers within the business and the industry as a whole.