



Is consistently identifying TOP performing candidates and/or accelerating productivity with targeted development important to your organization?

Do your salespeople have the underlying personality to be effective in the type of selling situation your business requires? Can you confidently identify candidates who will perform in the top fifty percent of a sales team?

SALES MAX helps select top performing salespeople.

Identifying salespeople who:

- **Have the potential to perform in the top fifty percent of a sales team**
- **Have personality characteristics which impact sales success**
- **Understand effective strategies in relationship selling**
- **Are motivated more closely by a company's compensation or commission plan**

SALES MAX is:

- **Validated, to be predictive of sales success potential**
- **Designed to complement the selection process**
- **Helpful in providing purposeful interview questions**
- **Insightful in highlighting strengths and weaknesses**
- **Easy to customize and validate for your organization**
- **Internet-ready to provide reports immediately from the website**

SALES MAX measures personality, motivation, and sales knowledge to give you a predictive, well-validated, and paperless testing system.

SalesMax is a state-of-the-art, Internet based system that produces comprehensive narrative reports to assist in the selection and development of professional sales people.

It was designed and validated to identify top performers and built around a consultative sales approach. Web-based, it is easy to use in the field and can be customized to the organization.

The SalesMax System provides immediate testing, evaluation and reporting from an internet connection. SalesMax provides three types of information to help evaluate the candidate:

- **Sales Personality** - Relatively stable characteristics that do not change easily over time. All are work-related and have direct applicability to sales positions.
- **Sales Knowledge** - Evaluates the candidate's understanding of effective behaviors and strategies at key stages of the sales cycle. The emphasis is on consultative and relationship-oriented sales.
- **Sales Motivations** - The relative strength of eight sources of personal motivation to help to manage and motivate the candidate, if hired.

To assist in the Hiring Decision, SalesMax provides:

- **A Success Index** - The probability of the candidate's success in a sales role.
- **Interview and Reference Probes** - Helpful guides for the interviewer to pursue areas of potential weakness.
- **Management Suggestions** - Recommendations for how to manage the candidate if you hire him.

SalesMax makes an overall hiring evaluation using the following scale:

00-18 points—Avoid
19-23 points—OK
24-26 points—Good

27-33 points—Better
34-48 points—Best

To assist in Development, SalesMax provides:

- **A Graphic Profile & Interpretation** - How specific personality factors help or hinder effectiveness.
- **Developmental Suggestions** - Recommendations on how to close developmental gaps with specific resources.
- **Developmental Action Plan Guide** - Tips on building strengths and recognizing weaknesses

For more information, contact Tye Maner Group at (813) 672-1040 or info@tyemanergroup.com.

In addition, each report provides a detailed evaluation of:

Sales Personality:

Success begins with the basic disposition for sales. Personality traits are stable characteristics that are not easily changed through training. Sales professionals should possess the right personality from the start. SalesMax measures personality characteristics that contribute to someone's effectiveness in the sales role:

- Energetic
- Follows-Through
- Optimistic
- Resilient
- Assertive
- Social
- Expressive
- Serious-Minded
- Self-Reliant
- Accommodating
- Positive About People

Sales Knowledge:

SalesMax measures the individual's knowledge of effective strategies for various sales situations. Experienced candidates should score well in most of these areas. For the inexperienced or poorly trained candidate, SalesMax helps you target training needs. The sales knowledge areas it evaluates are:

- Prospecting/Pre-qualifying
- First Meeting/First Impressions
- Probing/Presenting
- Overcoming Objections
- Influencing/Convincing
- Closing

Sales Motivations:

The Motivations Section of SalesMax will help you gauge the fit between the individual's motivational needs, your supervisory style, and the rewards available in your organization. SalesMax looks at these motivators:

- Recognition
- Control
- Money
- Freedom
- Developing Expertise
- Affiliation
- Security
- Achievement