

Sales Force Effectiveness Practice

SRG Bangladesh Limited (SRGB) announcing the formation of their new service, **Sales Force Effectiveness Practice**. Based on SRGB's 18 plus years of analyzing top-performing salespeople and sales organizations, the Sales Force Effectiveness Practice uses a dynamic and flexible combination of services, performance assessment and consulting to help organizations hire and retain the most productive salespeople. The Practice combines recruitment/search services, predictive performance assessment and selection measurement, professional development programs, and sales force organizational consulting.

Using our studies of successful sales organizations, we have identified fourteen key qualities, or talents, that predict sales success. In our extensive research, we have proven that sales professionals who are top performers and producers consistently exhibit these behaviors. Among the natural abilities and behaviors which SRGB measures are a sales professional's motivations (competition, ego drive, and belief), his/her relationship style (trust, rapport, and team), work style (focus, stamina, discipline) and capacity to influence (command, mastery, and courage). We have proof through criterion-related validity studies using client-provided success criteria, which our approach to selecting and retaining good sales people clearly results in substantial sales increases.

The Sales Force Effectiveness Practice focuses on improving organizations' performance in real, measurable ways. These performance qualities provide the basis for several kinds of assessment tools which SRGB consultants utilize in evaluating and enhancing the effectiveness of a company's sales organization.

The Sales Force Effectiveness Practice provides talent inventory measurement for the analysis of a company's sales force talent; instruments for in-depth profiling and developing further the most successful salespeople within the team, and assessment and selection processes for expanding the talent of that organization. These tools for sales force effectiveness are based upon SRGB's extensive market experience and comprehensive database of sales performance research.

Key elements of Sales Force Effectiveness Practice include:

- ✦ **SRGB Rapid Recruitment:** can double the size of most sales forces in just a few months. From advertisement placement to interviewing and candidate recommendation, the Rapid Recruitment process helps companies take immediate advantage of opportunities with through faster hiring of top tier sales personnel.
- ✦ **The SRGB Sales Success Profile:** identifies the key talents specific to each sales organization that are present in their most successful sales people and that should be present in successful sales candidates. Studies have shown talent to be the best predictor of success over all other human-resource evaluation methods. Our Success Profile puts these findings into practice.
- ✦ **SRGB Customer Loyalty Measurement:** knowing how their customers view the value of their service is a key indicator to sales professionals of how to improve and extend their sales relationships. SRGB measures customer expectations, satisfaction and loyalty to provide data for sales teams to act upon. The measurement is performed for feedback to the sales professional, team, manager, division or corporation.
- ✦ **SRGB Workplace Assessment:** utilizes SRGB assessment instruments to help a company assess their workplace environment and the engagement level of their people.

The purpose of the measurement is to identify the strengths that should be leveraged and the non-strengths that should be addressed. Unleashing top performance from the sales organization-both managers and sales professionals-- and their partners - call centers and customer service teams-requires this emphasis on the quality of the workgroup and the manager who leads its performance.

- ✦ **Integrated Sales Consulting Services:** focus on customer satisfaction indicators and their integration into strategies for employee development. SRGB's development strategies for sales organizations are addressed through the Workplace Quality Benchmarking and tandem Executive-Level and Sales Manager-Level Coaching and Team Blending that enable the sales organization to build upon each member's strengths.
- ✦ **Sales Professional Development and Education Programs:** are offered in such areas as Sales Management, Leadership, and Salesmanship for veterans and rising stars, and sales professional developmental profiling. Each participant in the specially designed education programs receives individual coaching based upon his/her unique sales talent combination and how it can be brought to their unique sales challenges and goals.

Companies who have utilized the Sales Force Effectiveness Practice have realized tangible and measurable results in performance, productivity, retention, and customer loyalty. Our approach to sales force effectiveness helps companies to make a company-wide practice out of sales excellence. We not only address successful sales personnel and their behavioral qualities within a sales organization, but focus on the sales organization as a system, working constantly to identify and operationalize those qualities which produce an effective and highly productive sales force.

For more information on how the SRGB Sales Force Effectiveness Practice can be useful to your organization, contact



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