

## BENEFIT SalesTest®

**With the web-based tool BENEFIT SalesTest you are able to assess the skills of a salesperson with regard to all tasks which he/she has to perform within the course of the selling process. Based on a solid foundation, elementary, industry-specific questions concerning product-, market- and competitor knowledge are asked. The BENEFIT SalesTest rounds off a sales assessment and provides information about the technical skills of a salesperson.**

- Assessment of the methodical and professional competence with regard to self-management as well as sales approach and sales methodology.
- Ascertainment of the basic technical knowledge with regard to consultative value selling.

### BASICS OF SELLING

Apart from social skills, methodical competence and technical know-how are the complementary basics for the success of a salesperson. Thus a comprehensive assessment of the skills of a sales employee does not just necessitate the assessment of the situational behavior, but also of the basic knowledge such as technical know-how and methodical competence. After all, what is the use of a salesperson's strong personality if he/she does not master the basic principles of selling such as self-management, scheduling of appointments and needs assessment, dealing with objections and argumentation technique or selling- and deal-closing techniques?

### SALES APPROACH AND TECHNICAL COMPETENCE

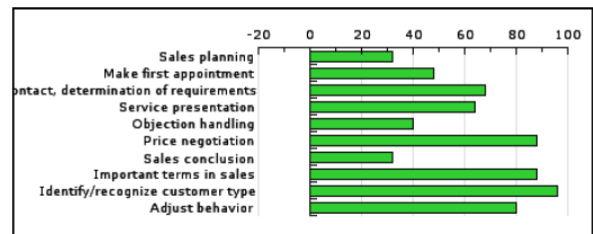
Based on these findings we have developed the web-based analysis tool BENEFIT SalesTest in addition to the BENEFIT SellingProfiler®. With this tool the current basic knowledge of a salesperson or a team, i.e. the actual sales competence, is ascertained. In particular the areas self-guidance, selling technique as well as methodical- and technical competence are analyzed and assessed.

### Knowledge is the **BASIS** for **SUCCESS**

The analyses serve as a basis for the clarification of the need for further education. Any knowledge gaps can be efficiently identified and closed. The success of trainings and the enhancement of a salesperson's basic knowledge can be easily ascertained by means of repeating the test after completion of the further education.

### FAST IDENTIFICATION OF PROBLEM AREAS

The results are illustrated per subject area by means of bar charts. Thus the problem areas can be immediately analyzed and concrete training- and control measures can be developed and implemented. Furthermore, there are many analysis options such as for example the comparison of individual candidates with each other or with groups.



### BENEFIT: BASIC ANALYSIS

The available basic sales knowledge - the basis for sales success - is quickly ascertained in a visually easily interpretable manner. The tool is available in several languages and due to the online-survey it is also suitable for the simultaneous use in large groups of persons. In addition, the BENEFIT CheckGenerator® provides the possibility to develop an additional questionnaire, which ascertains company-specific know-how concerning products, market and company.





### CLEARLY DEFINED OBJECTIVES AND EXPLICIT SPECIFICATIONS

A salesperson's objectives are defined by the testing company by means of clearly defined specifications. This enables a clear target-performance comparison. Subject areas and skill questions are geared to consultative value selling.

The survey is carried on online via the Internet and merely involves a minimal expenditure of time. Based on a questionnaire with multiple-choice answers, it is user-friendly and can thus be used without difficulties by users and laymen alike. The analyses are automatically generated within seconds. Team analyses or before-after comparisons can also be carried out on request.

### GOAL-ORIENTED PLANNING IS THE ROAD TO SUCCESS

A successful salesperson is aware of the significance and importance of a sound and thorough planning, since better results are achieved with a goal-oriented planning. The BENEFIT SalesTest addresses the most important questions and situations in the selling process and raises the participants' awareness of these topics.

### SELF-MANAGEMENT

- PLANNING AND ORGANIZATION  
Preparation of sales calls (customer visits),  
determination of knowledge about customer

### SELLING TECHNIQUE

- CUSTOMER ACQUISITION  
Communication tools in the selling process,  
effect on first contact
- FIRST CONTACT AND ASSESSMENT OF NEEDS  
Behavior, assessment of needs and  
questioning technique
- ARGUMENTATION  
Presentation of a solution
- NEGOTIATION TECHNIQUE  
Negotiation, assessment of needs and  
customer benefit
- DEALING WITH OBJECTIONS  
Weighting and argumentation
- CLOSING TECHNIQUE  
Interpretation of purchasing signals  
(purchase intention)

### COMMUNICATIVE COMPETENCE

- COMMUNICATION  
Interpretation of needs
- RECOGNIZING CUSTOMER BEHAVIOR  
Personality structure of the customer

- ADJUSTMENT TO CUSTOMER BEHAVIOR  
Negotiation in line with needs
- BUSINESS MANAGEMENT/ ADMINISTRATION OF SALESPERSONS  
Business management/administration know-how

### BENEFIT ASSESSMENT TOOLS

The BENEFIT SalesTest is part of the modularly structured BENEFIT Assessment Toolset. The web-based analysis tools with their different characteristics and traits serve for the assessment of the personality topology, the behavioral tendencies with regard to leadership, sales and consulting or the expert know-how. The BENEFIT assessment tools are designed very flexibly and can be obtained as a service in line with needs or for independent usage with an "on-demand" price scheme (without preliminary investments).

### EXCLUSIVITY: COMPREHENSIVE SALES ASSESSMENT

In combination with the BENEFIT SellingProfiler, the BENEFIT SalesTest provides a comprehensive sales assessment, which serves for the ascertainment of the basic sales know-how as well as the predominant sales style and - behavior. By complementing the type analysis with the current standard of basic knowledge, a comprehensive impression of a salesperson is conveyed, which on the one hand enables an optimal positioning within the company and on the other hand provides a better basis for selective further development activities.