



Sales Training

Salespeople are often evaluated based on the revenue they generate for the organization. While this is as it should be, their sales depend in large part on their selling skills.

In order to improve these skills, salespeople need feedback from the people with whom they interact – primarily, their customers. Salespeople can learn what customers think about such issues as presentation skills, listening skills, building customer relationships, determining customer needs and creating solutions. The feedback will highlight perceived strengths and areas that need improvement.

HOW TO SET UP 20/20 INSIGHT GOLD

Setting up 20/20 Insight GOLD for this application involves the same steps as any individual feedback project. In this case, the subject is a salesperson, and the respondents are the salesperson's customers.

Subject. The name of each salesperson is entered as a subject.

Respondent relationship types. If feedback is to be obtained strictly from customers, then "customers" would be the only relationship type. However, if the salesperson has multiple contacts within different client organizations, each organization can be set up as a relationship type – e.g., ABC Company, XYZ Corporation, etc. This structure helps the salesperson discover any differences in the perceptions of various customers.

If feedback is also desired from people within the salesperson's company, then other relationship types such as sales manager and coworkers can be included.

Surveys. The two most useful surveys in the Survey Library for this application are:

- Salesperson Skills – behaviors needed for successful selling and relationship-building
- Personal Leadership – self-leadership and communication behaviors

Remember that with 20/20 Insight, you can assign some items just to customers, others just to the sales manager, and still others to both groups.

Open-ended questions. One or two open-ended questions can give salespeople important information about areas that need improvement as well as individual strengths.

- What do you value most in this person's approach when working with you?
- What is the #1 thing this person could do to improve his or her effectiveness with you?

Scales. Using the two scales, "Frequency" and "Expected Frequency" can help salespeople find out if there's a gap between what their customers now receive and what they want.