

# The Center for Sales Strategy

## **TURNING TALENT INTO PERFORMANCE**

Hiring decisions can be the most critical decisions a company makes. It's essential to start with talent. Before adding training and tactics, starting with talent is the best path to reduce turnover, increase revenue, and retain long-term customers.

## **TALENT RECRUITMENT & SELECTION**

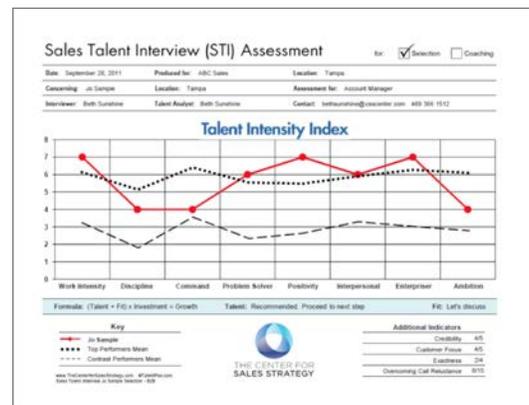
*Decrease turnover, increase performance*

We offer the most effective talent instruments available on the market to help you accurately identify the best candidates for the right roles and guide you to develop strategies and coach them in a way to maximize their individual strengths.

## **TALENT ASSESSMENTS**

### **THE SALES TALENT INTERVIEW (STI)**

- The STI is an exceedingly effective predictor of future performance of a salesperson.
- Highly researched and statistically proven, the STI assessment was developed specifically for B2B salespeople.



### **THE PROFIT CENTER MANAGER INTERVIEW (PCMI)**

- The Profit Center Manager Interview (PCMI) is designed for sales managers and allows a client company to identify and select for talents specific to management.
- The PCMI has consistently resulted in higher performing managers who are better equipped to sustain continued growth in revenue and retention.



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## **TALENT DEVELOPMENT**

*Creating customized coaching plans that lead to increased sales performance*

After the first step of selecting salespeople who have the talents required to be successful in sales, we help sales managers to coach and develop their salespeople according to each individual's innate strengths.

## **TALENT**

The talent interviews include a Feedback Call with a Talent Analyst to discuss the salesperson's Talent Assessment with the Sales Manager.

- For development of current salespeople, the Analyst will work with the manager to:
  - Develop strategies to maximize the individual's innate strengths
  - Identify solutions for performance issues
  - Implement motivational tactics
  - Provide feedback to the salesperson
- For hiring purposes, the Analyst will work with the manager to:
  - Focus on both talent and fit when considering the specific role they would play
  - Review the coaching strategies that may be most effective in development of the individual according to his or her strengths

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*"We generate more revenue with the same number of sellers because the sales staff we have today is more talented."*

- Client Sales Manager

Our tools don't just describe the candidate—they predict whether the candidate will become a top performer in your organization.

The Center for Sales Strategy partnered with Talent Plus® of Lincoln, Nebraska to create the Sales Talent Interview and Profit Center Manager Interview.

A Validity Study completed in March 2014 confirmed the high level of consistency between STI recommendations and sales performance:

- 83% of Superstars were also Recommended on the Sales Talent Interview.
- Recommended hires are 163% (2.5 times) more likely to be Superstars than Not Recommended hires!
- Many "Not Recommends" will struggle to perform well. In fact, 68% of Strugglers were labeled as Not Recommended on the Sales Talent Interview.

Our interviews are conducted by a live Talent Analyst who is certified with excellence, specializing in interviews for salespeople and sales managers.

The sales interview takes approximately 60 minutes to complete, while the management interview takes approximately 90 minutes.