

The Sales Performance Insights Questionnaire (SPI-Q)

Delivering high-performing sales teams

Sales generation is critical for the continued success of any commercial organisation. Yet identifying and retaining high-performing sales talent continues to represent a challenge for many organisations.

Constant change, global uncertainty and a heightened focus on performance improvement drive organisational growth or demise. Never before has the impact of a high-performing sales professional been so pronounced. Your sales team represents the primary interface between your organisation and your clients. Getting the client interface right is the key to achieving competitive advantage in today's economy.

The Sales Performance Insights Questionnaire (SPI-Q) has been developed in Australia. It focuses on behaviours that are uniquely relevant to sales, and is the only product in the market that predicts the multi-dimensional characteristics required by today's sales professional.

Use the SPI-Q to:

- ▶ Make better-informed recruitment decisions about sales candidates
- ▶ Minimise time managing poor performance
- ▶ Better target your development investment
- ▶ Extract the greatest value from existing sales talent
- ▶ Reduce the risks associated with poor sales professionals
- ▶ Enable sales professionals to play to their strengths and maximise their sales success

The SPI-Q provides insights on the following dimensions of sales success:

Compelling relationships

Building effective client relationships

- Impact
- Credibility
- Insight
- Attentiveness
- Initiation
- Influence
- Social Leverage
- Client Engagement
- Negotiation

Perceptive reasoning

Identifying and solving client needs

- Research
- Exploration
- Agility
- Pursues Learning
- Creativity
- Structure
- Quality Orientation
- Rational
- Specialist
- Judgement

Channelled energy

Driving and delivering sales results

- Authenticity
- Resilience
- Self Belief
- Recovery
- Motivation
- Sales Drive

What makes the Sales Performance Insights Questionnaire unique?

Sales-specific

- Unlike general personality questionnaires, all behaviours measured are sales-relevant
- This enables a shorter, more focused and cost-effective assessment
- Sales behaviours are directly measured—not inferred from other behaviours

Comprehensive

- Measures a wide range of sales-relevant behaviours
- Call reluctance is just one of the many sales attributes measured
- Can be used across a wide range of organisations and sales roles
- Flexible—applies to a wide range of sales models and approaches

Current and local

- Based on contemporary research in a wide range of Australian sales organisations
- Development commenced in 2008—the most up-to-date sales tool available
- The language is current, relevant and business-focused
- The SPI-Q is regularly updated and reviewed

Easy to understand

- Candidates understand the relevance of the questions
- Managers understand the results and implications within a sales environment
- Only relevant behaviours measured—easy and accurate interpretation of results
- Performance Insights offers support to ensure you get the most from the SPI-Q

Easy to access

- Comprehensive training is not required
- The language and reports are pragmatic, relevant and free of jargon
- Access the questionnaire almost immediately, administer it online with ease
- Reports are available directly upon completion, enabling faster decision-making

Widely applicable

- Applicable to selection, sales training and coaching
- Use in selection with confidence; the SPI-Q minimises fake responses
- The SPI-Q balances robust scientific research and business relevance

Part of a sales suite

- Access a full range of interview questions to probe candidates when hiring
- Add a 360° feedback questionnaire to understand current performance