

SALES ASSESSMENT EXPERIENCE

AN ASSESSMENT CENTER

Simulation Summaries-
Competencies Measured-



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Sales Assessment Experience

Simulation Summaries - Lightspeed Technologies - SAMPLE

Lightspeed Technologies—a medium-sized computer company whose expertise is innovative approaches to the design and installation of networking systems, workstations, business-related software, and client support. For all the simulations in this assessment center, the participant assumes the role of the recently transferred Sales Representative at Lightspeed. A Sales Representative's primary responsibilities include: developing and servicing accounts; developing and maintaining business relationships; collecting, understanding, and using business knowledge; and developing and managing oneself.

SIMULATION 1: RESEARCH & PLANNING (120 MINUTES)

In this simulation, the participant is required to analyze an established account and prepare for a meeting with Jess, a representative of the account. The participant's Regional Sales Manager (RSM) wants to meet with him/her to discuss the account and to help plan for the client meeting. The RSM has provided some information ... The participant must review the information first and then meet with his/her Regional Sales Manager. The Sales Representative must formulate a strategic overview of the account and ... Examples of some of the issues and items in this simulation:

- General client atmosphere and culture
- Client software incompatibility issues
- Client expectations
- ...
- ...

SIMULATION 2: DISCOVERY & SOLUTIONS (100 MINUTES)

In this simulation, the participant is given time to review information and prepare to meet with a client representative, Jess. The participant then meets with Jess to establish a working relationship and to find out more about the client's current situation. Jess can only meet for a short time initially but can return for a second meeting later in the day. After this first meeting, the participant will ... When Jess returns for the follow-up meeting, the participant will present his or her suggested solutions.

Example of objectives by the end of the first meeting:

- Build a relationship and establish a sense of partnership with Jess.
- ...

Example of objectives by the end of the follow-up meeting:

- Confirm understanding of the client's buying criteria.
- ...
- ...

SIMULATION 3: CLIENT SUPPORT (155 MINUTES)

In this simulation, Jess' organization has purchased two Lightspeed software packages and three months have now passed.

During the past three months, Lightspeed has been installing the software programs and has nearly completed the terms of the initial contract. The participant has worked closely with Jess on this project. Jess would like to ... The participant will have time to prepare to meet with Jess. After the meeting with Jess, the participant will meet with another client representative who is also heavily involved in the software implementation. Some of the topics for discussion in these meetings are:

- Strengths and weakness of Lightspeed's software implementation
- Measures of progress and success
- ...
- ...
- ...

Behaviors and Competencies Measured by the Sales Assessment Experience - Sample

The following competencies (sets of similar behaviors grouped together, such as Implementing Strategy) are evaluated for each participant during the assessment center.

- Planning
- Critical Thinking
- Relating
- Discovering
- Creating Shared Vision
- Advocating
- Implementing Strategy
- Supporting
- Delivering Clear Messages

Sales Assessment Center Skill Ratings for Simulations

Skills	Sales Simulations				Overall
	Focused Interview	Research & Planning	Discovery & Solutions	Client Support	
Planning		xxx	x	xx	
Critical Thinking		xx	xxx	xxx	
Relating		x	xx	x	
Discovering		xx	xxx	x	
Creating Shared Vision		x	xx	xxx	
Advocating		x	xxx	xx	
Implementing Strategy		xx	xxx	xx	
Supporting		x	xx	xxx	
Delivering Clear Messages		x	xx	xx	
Overall					

Rating Scale is 1 - 7

PLANNING

Rating: _____

To establish and pursue strategies for self and others to accomplish specific results; to establish objectives, schedules, and priorities.

- _____ 1. Established some priorities of action based on importance to company goals and based on the impact on individuals.
 - _____ a. Prioritized topics of discussion (e.g., discussed the most important topics first during the meeting).
 - _____ b. Determined that a more unified approach among sections was the most important consideration.

Examples/Quotes:

- _____ 2. Structured activities/plans for self and others in order to achieve specific results.
 - _____ a. Asked Davis to assist in arranging for a meeting with other managers.
 - _____ b. Requested that Davis assist with additional research.
 - _____ c. Gained an acceptable agreement with Davis within the allotted time.
 - _____ d. Outlined the next steps with associated times and dates.

Examples/Quotes:

- _____ 3. More...