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Select and Develop Top Performing Sales Professionals

Introducing SalesMax



BIGBY-HAVIS
& ASSOCIATES, INC., INT'L.

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Presentation Topics

- ▶ **What Is SalesMax?**
- ▶ **How Was It Developed?**
- ▶ **What Does It Measure?**
- ▶ **How Does It Work?**
- ▶ **What Does It Report?**
- ▶ **Return on Investment**
- ▶ **Consulting Implications**
- ▶ **SalesMax Summary**

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What Is SalesMax?

- ▶ **Targeted assessment for professional sales candidates**
 - ▶ Focuses only on those factors most applicable to a consultative sales role
- ▶ **A comprehensive, web-based assessment tool designed to:**
 - ▶ **Selection Report** – identifies candidates who are most likely to achieve above average success in professional sales
 - ▶ **Developmental Report** – helps current employees to identify strengths and developmental areas and guides them in constructing a personal development plan to achieve success

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What Is SalesMax?

- ▶ **Provides information about:**
 - ▶ **Sales Personality** -- relatively stable characteristics that do not change easily over time
 - ▶ **Sales Knowledge** -- understanding of effective behaviors and strategies at key stages of the sales cycle
 - ▶ **Sales Motivations** -- personal motivators to help in managing and motivating the candidate

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How Was It Developed?

- ▶ **Sales representatives from three participating organizations completed the preliminary survey**
- ▶ **Sales managers completed special performance ratings on each participant**
- ▶ **Analyzed relationship between survey responses and performance**
- ▶ **Validated the personality components and created a Success Profile**

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What Does It Measure?

- ▶ **Eight personality characteristics:**
 - ▶ **Energy**
 - ▶ **Sociability**
 - ▶ **Expressiveness**
 - ▶ **Resilience**
 - ▶ **Assertiveness**
 - ▶ **Follow Through**
 - ▶ **Optimism**
 - ▶ **Serious-Minded**
- ▶ **Relatively stable characteristics which impact sales behaviors. These do not change easily over time, even with training.**
- ▶ **Scores on these characteristics are weighted to form the foundation of the Success Index**

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What Does It Measure?

► Sales knowledge – scenario based

- ▶ Prospecting/Pre-qualifying
- ▶ First Meeting/Impressions
- ▶ Probing/Presenting
- ▶ Overcoming Objections
- ▶ Influencing/Convincing
- ▶ Closing

The understanding of effective strategies at key stages of the sales cycle.

► Candidate results normed in relation to experienced, consultative sales representatives

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What Does It Measure?

► Sales motivations - forced ranking

| | |
|-------------------------|----------------------|
| ▶ Recognition/Attention | ▶ Affiliation |
| ▶ Control | ▶ Security/Stability |
| ▶ Money | ▶ Achievement |
| ▶ Freedom | |
| ▶ Developing Expertise | |

► Candidate results indicate highest and lowest motivational areas

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How Does It Work?

► The process is quick and easy

- ▶ Candidate agrees to a Statement of Informed Consent
- ▶ Completes the survey in about an hour
 - ▶ Internet
- ▶ System software scores the survey
- ▶ A report is produced immediately
 - ▶ Anywhere, anytime, with an Internet connection
 - ▶ Selection or development-oriented reports



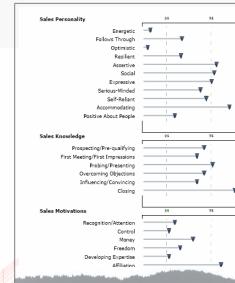
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Selection Reports

► Selection Reports Include:

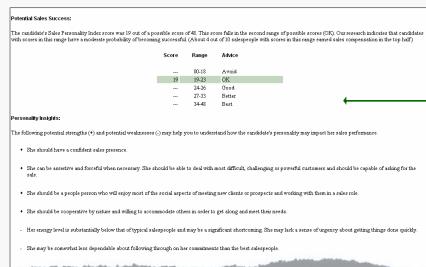
- ▶ Graphic Profile
- ▶ Selection Advice
 - ▶ Potential Sales Success (probability of success)
 - ▶ Insights Into Assets and Potential Liabilities
- ▶ Interview Probes
- ▶ Management Suggestions



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Selection Advice



Success Index
- quickly
gauge
the
candidate's
sales
potential

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Selection Interview & Reference Probes

Interview and Reference Probe Suggestions



For any area where the candidate scored outside of the desired range, Interview & Reference Probes are provided.

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Return on Investment -- Validation Results

- Representatives scoring at higher index ranges had significantly better sales results

| Advice | Score Range | Avg. Sales Ratio |
|--------|-------------|------------------|
| Avoid | 0-18 | .87 |
| OK | 19-23 | .94 |
| Good | 24-26 | .97 |
| Better | 27-33 | 1.04 |
| Best | 34-45 | 1.21 |

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Return on Investment

- Probability of sales success - based on a weighted index

| Range | Score | Range | Probability |
|--------------|---------|-------|-------------|
| Avoid | 0 - 18 | | 16% |
| OK | 19 - 23 | | 46% |
| Good to Best | 24 - 25 | | 67% |

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SalesMax Summary

- Web-based, comprehensive assessment of:
 - Personality
 - Knowledge
 - Motivations
- Validated success profile provides probability of success estimate
- Customization and validation for clients
- Selection or development reports
- Subscribe to APA and EEO guidelines
- Continued development and refinement of product by licensed psychologists

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