



# Sales Competency Assessment™

## What is Sales Competency Assessment™?

Sales Competency Assessment™ (SCA) is a unique survey and coaching tool specifically designed for professional development of sales professionals across various industries. SCA focuses on the processes, techniques, and behaviors critical to successful sales performance, and provides a powerful, practical, comprehensive, and easy-to-administer survey instrument that evaluates a salesperson's core competencies at every phase of the sales cycle.

Based on extensive research by top industry experts using a statistical approach, SCA quantitatively measures the skills and competencies of sales professionals in 13 key areas critical to their job performance, and

enables managers to focus on crucial factors that affect sales results so as to improve or optimize the existing skills and competencies of their sales team. The multi-rater approach ensures the accuracy and objectivity of the survey results.

SCA enables sales managers to pinpoint each salesperson's strengths and weaknesses, and therefore provide personalized coaching and mentoring based on his/her specific needs. By allowing managers and salespeople to share their perceptions about key sales factors, SCA provides a system that fosters mutual understanding and support within a sales organization that is crucial to building a strong sales team.

### CASE STUDY

#### Agridis



#### ◆ SITUATION

Agridis, an association of 60 agricultural companies, markets various agricultural products to farmers in various regions in France. Due to increased market competition, management realized that the performance of their salespeople were of vital importance in winning potential customers. They also realized that the ever-changing customer needs required their sales approach to change accordingly. As a result, the General Manager of Agridis decided to modify their sales approach.

#### ◆ COURSE OF ACTION

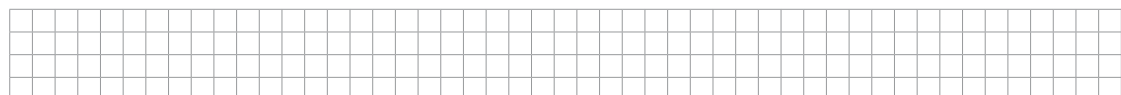
They started by creating a personalized system for evaluating sales performance using Persona's SCA. They also created a salesperson profile of their own based on the 13 key factors identified in SCA. Altogether, 250 salespeople and managers participated in the training. By comparing their SCA results with the "profile" – a company-wide benchmark for each factor in the profile, the salespeople were able to identify their own growth areas.

#### ◆ RESULTS

In the end, they put together an SCA sales performance evaluation goal for the following year, which would allow the salespeople to easily track their progress in sales performance. With this measure in place, the company in the following year was able to increase sales force productivity by 25%, sales order by 13%, and gross margin by 4%.

## SCA Benefits for Sales Professionals

- **ACCURATE AND OBJECTIVE.** SCA adopts a multi-rater approach to evaluating an individual's knowledge and competency in 13 key areas of sales performance.
- **COMPREHENSIVE.** SCA identifies 13 vital areas of sales competencies that span the entire sales cycle.
- **DIAGNOSTIC.** SCA uses well-developed questionnaires that effectively measure a salesperson's strengths and weaknesses, making it easy to pinpoint areas for improvement.
- **EASY-TO-ADMINISTER.** SCA uses a proprietary, cutting-edge computer program to analyze survey data and generate detailed reports.
- **FOCUS ON HUMAN FACTORS.** SCA focuses on the human behaviors that directly affect sales results.
- **RESULT-ORIENTED.** SCA focuses on key areas of skills and competencies vital to boosting sales results.
- **TESTED AND PROVEN.** SCA has been widely accepted as sales evaluation and training tool across various industries and cultures.
- **WELL DEVELOPED.** SCA is based on and supported by decades of extensive research by top industry experts.



*“SCA has given us a means to precisely identify the shortcomings of our sales force. It is a cost effective tool and good investment in our sales force.”*

**Michael Zilbermann** • Training Director, Xerox France

**SCA Enables Client Companies to:**

- Access the professional knowledge and competencies of their sales force.
- Measure the results of training programs that are already in place.
- Analyze and identify the training needs of their sales force.
- Provide personalized coaching to salespeople based on their level of skills and competencies.
- Facilitate constructive communication between management and salespeople to avoid or eliminate subjective evaluations.
- Form a consensus within the organization about sales goals and objectives and steps to be taken to achieve them.
- Focus on observable performance factors that can improve or optimize the existing skills and competencies of their sales force.

**Unique Value Proposition for Consultants**

- **SCA CERTIFICATION.** SCA certificates will be granted to consultants upon successful completion of training.
- **COMPLETE CERTIFICATION DELIVERABLES.** Consultants applying for SCA certification will receive an information package containing all support materials.
- **GLOBAL REACH.** SCA has been adapted to different cultures and is available in multiple languages.
- **UNIVERSALITY.** SCA addresses the common issues and universal challenge facing all sales professionals across various industries around the globe.
- **REPEATABLE.** SCA can measure changes in sales behaviors.

**Selected SCA Users**

Agridis	Agriculture	France
Bang & Olufsen	Manufacturing/Durable Goods	France
Cavaltour	Travel/FMCG	Spain

Chloride Group PLC	Pharmaceutical/Chemicals	U.K.
Coopervision	High tech	U.K.
Equant	Telecommunications	Spain
Grand Hyatt Singapore	Tourism-Hotels	Singapore
Merck Sharp & Dohme	Chemicals & Industry	France
Nandi Toyota	Automotive	India
On Q Business Systems	Information Technology	Australia
Osim International Ltd.	Bank, Finance & Insurance	Singapore
Xerox	Office Products/Services	France

**Credentials**

Sales Competency Assessment™ was first developed in 1986 in response to the growing demand from sales managers who wanted to identify areas that would dramatically improve their performance force. After a decade of extensive empirical research, a new version of SCA has evolved that focuses more on the measurement of sales performance and competency of the salesperson at each step of the sales cycle. Using findings from various sources of academic and empirical research, SCA seeks to assess the performance of salespeople by looking at specific observable behaviors.

**ABOUT THE AUTHORS**



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Sales Competency Assessment™ was developed by Open' Act, a Paris (France)-based management consulting firm headed by **Mr. Jean-Benoit Parat and Mr. Francois Pham** – two industry experts who have conducted extensive research in sales competency assessment across various industries during the past 15 years. As Persona Global's European Office, Open' Act partners with Persona in delivering the entire suite of Persona programs and offering training to consultants of Persona products across Europe.



For more information about Persona Global, Inc.'s metrics and methodologies, please contact [info@personaglobal.com](mailto:info@personaglobal.com) or visit [www.personaglobal.com](http://www.personaglobal.com)

**ABOUT PERSONA**

Persona Global is a worldwide provider of assessment tools and methodologies for corporations facing challenges in change leadership, communication, organizational alignment, sales, customer service and management. Persona Global, Inc.'s metrics and methodologies are currently available in 40 countries; its programs have been translated in up to 29 languages. More than 1,000 certified Persona Global practitioners around the world serve their clients as strategic business partners.

**Corporations that have benefited from Persona Programs include:**

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- British Airways
- Mitsubishi
- Dell Computer
- Japan Airlines
- Disney
- IBM
- Credit Suisse
- Coca-Cola
- Alcatel
- American Express
- Hitachi
- Motorola
- SONY Music Entertainment