



SalesLeap

Case Study – Psychometrics in sales teams

FACT: Only when you understand your team can you make the team truly effective.

Business:

IT solutions

Issue:

Weakening sales pipeline

Action:

Review of core sales attitudes and beliefs including use of sales focused psychometric testing

Outcome:

- Limited sales self-belief leading to an excessive “Brake Vs Accelerator” factor
- Lack of robust assessment of competencies during interview process

Result:

- Effective skills and behaviours training introduced
- Strengthening of interview process



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It is not unusual for sales pipelines not to be as robust as they might be. In every case, understanding why and bringing about lasting improvement is the challenge SalesLeap addresses.

- Over time, and as the market became tougher, the sales pipeline in this business was gradually becoming less robust and dependable. Not an uncommon issue, but one that can have its cause set firmly in a number of pieces of the jigsaw and as such is notoriously challenging for local management to isolate.
- Following a SalesLeap review of the team, their processes and systems, it was acknowledged by management that the underlying issues of waning sales performance were largely due to the sales team self belief system and that the use of a sales focused psychometric tool key would help to identify key aspects for development. A focused programme of training and support could then be rolled out and a typical, expensive and largely ineffective, 'sheep dip' approach to sales training could be avoided.
- The use of psychometrics threw up many fundamental, areas for development of the team. A SalesLeap training programme was introduced to address various behaviours and attitudes exhibited across the team, issues that were holding them back from achieving their true sales potential.
- As a direct result of the psychometrics, SalesLeap supported the development of a revised recruitment process. Providing true best fit of candidate consideration by focusing on not only demonstrable competency testing but also an element of needs analysis and development planning aligned to the long-term growth plans of the business.

A final few words from Tony Copeman



Delivering sales training focused on addressing specific issues of the team is key in providing clients with value. Using tools such as this are an incredibly powerful way to isolate core issues and provide targeted and lasting solutions.

If you feel that your team is in need of support then why not contact us. Let's discuss your challenges and see if