



In today's economy, the ability to find and develop exceptional sales teams and sales leaders is vital. MRG's Sales Performance Assessment (SPA) provides objective data regarding specific sales practices and behaviours your team needs to compete and prevail while demonstrating how to develop your sales force for long-term success.

MRG's Sales Performance Assessment™ (SPA) is a powerful offering that helps create a high performance sales force that will drive business growth. Our research studies on sales performance indicate there is no one "right" way to sell. Top performers differ depending on their industry, company, geography and role. While sales performance is highly influenced by external factors, our model of measuring 18 Sales Behaviours and 6 Sales Drivers provides insight into individual performers and collective teams. Used independently or in combination with other MRG offerings, Sales Performance Assessment™ products will help you:

- Identify specific behaviours and practices needed to achieve your organisation's sales goals
- Set expectations for sales behaviours that are clear and consistent
- Build accountability into the sales development process
- Create selection criteria that help predict the success of sales job candidates
- Develop reward and recognition programs that improve retention

Strategic Sales Selection and Development

Selection

Development



"We have found the SPA instrument to be a vital component in our work with sales teams around the globe. The simple yet flexible design has enabled us to substantively improve the effectiveness of sales teams and those who drive them in over 20 countries to date. The pragmatic view of the sales process provided by SPA is integral for all that we do in sales and sales management development."

Joe DeAngelis, Ph.D., South Shore Behavior Partners
Cohasset, MA, USA

MRG'S SALES PERFORMANCE ASSESSMENT MEASURES 18 SALES BEHAVIOURS AND 6 SALES DRIVERS

Preparation

Market Awareness
Technical
Strategic
Structure
Prospecting
Entrepreneurship

Contacting

Communication
Outgoing
Optimistic
Excitement
Persuasive
Insight

Implementation

Aggressiveness
Tactical
Empathy
Team Player
Persistence
Production

Drivers

Sales Focus
Management Focus
Customer Focus
Materialism
Ego Rewards
Idealism

