



SALES POTENTIAL

CONVINCING-CLOSING- AFTER-SALES-SERVICES.

Discover the factors that turn
salespeople into persuaders, with DNLA.

DNLA SP (Sales Potential) - for all current or future sales employees! The optimal complement to DNLA SC (Success Factors of Social Competence). With DNLA SP, the skills that are crucial for every sales employee - regardless of industry or service - are discovered, developed and sustained!



INCREASING SALES PERFORMANCE



Goals and benefits:

- Assessment of the sales aptitude of internal and external applicants: measurement of sales potential. If necessary, targeted development of potential, development and promotion.
- To increase the performance of sales teams and individual sales performance.
- Element of targeted sales training (efficient training needs analysis and training management).

Method:

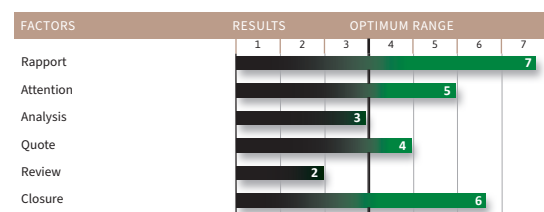
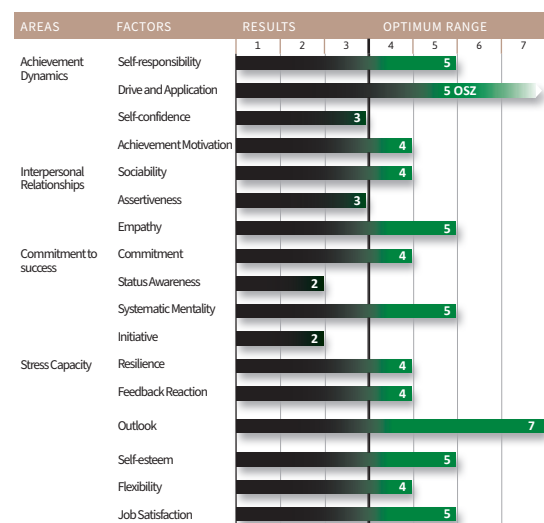
- Online survey: Measurement of the 17 success factors in the area of social competence and of 6 core factors of each sales process (rapport - attention - analysis - quote - review - closure).
- Benchmarking with the best.
- Integrated into the system: Cross analysis of social competence factors vs. sales factors / sales potential: Which social competence factors do have the greatest leverage effect on sales performance?
- Optional: Follow - Up: Measurement of the change in potential and performance improvements after 6 - 12 months.

Clients and sample projects:

- Testing the suitability for the sales field service of technicians / engineers of a tool manufacturer.
- Integration of the sales teams after the takeover of a large pharmaceutical company (post-merger integration project, 3 years) - Soft Skills-Assessment and development and simultaneous monitoring of performance parameters.
- Candidate selection at a cosmetics manufacturer.
- Assessment and development measures for client service agents and sales agents at local banks and insurance companies.

Evaluations and services:

- Snapshot (situation analysis) of the development of key skills & success factors in the areas of social competence & sales potential.
- Recommendations for development, action-plans and support measures.
- For sales teams: Team evaluations.



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