Improving Sales Performance

DNLA*
Discovering Natural Latent Abilities

Key Objectives:

- Assessment of the aptitude of internal and external candidates for positions in sales, marketing, client services, ... : Measurement of Sales Potential and – development of potential (if necessary).
- Element of effective Sales trainings and sales development processes (training needs analysis)
- Enhancement of the performance of Sales Teams and individual Sales Performance
- Tangible improvement of Sales Figures and Key Performance Indicators.

Method:

- Online-Assessment:
  Assessment of the current level of 17 key success factors in Social Competence and of 6 key factors for each Sales Process (Rapport – Attention – Analysis – Quote – Review – and Closure)
- Benchmarking with the best
- Incorporated into the system: Cross analysis of Social Competence factors and Sales Potential: Which Social Competence factors do have the largest effect on Sales Performance?
- Optional: Follow – Up: Measurement of change in potential, and in performance improvement after 6 - 12 months.

Cases & Clients (Examples):

- Assessment of aptitude for sales fieldwork of technicians and engineers for a large tool manufacturer
- Post-merger-integration of sales-teams for a large pharmaceutical company; measurement of potential, and at the same time KPIs, sales development over 3 years
- Selection of new employees for a cosmetics manufacturer

Deliverables:

- Assessment of the current level of key success factors in Social competence & Sales Potential
- Suggestions for improvement & development-plans
- For Sales-teams: Team Assessments
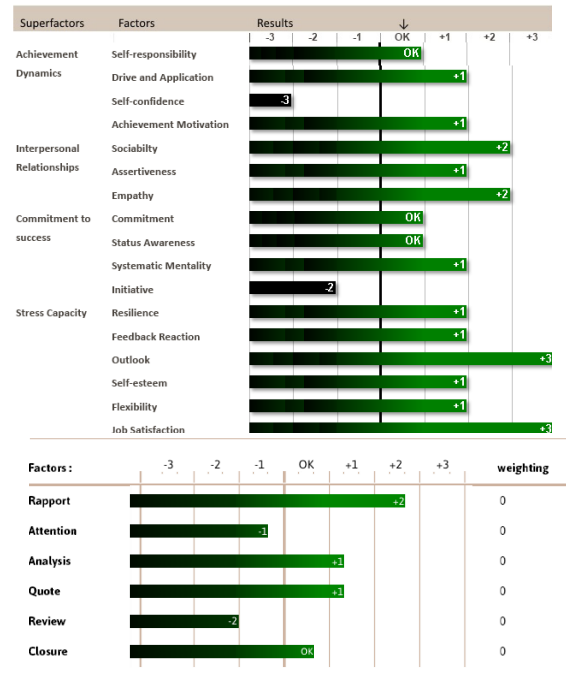
DNLA – Benchmarking with the Best!

DNLA – Discovering Natural Latent Abilities is a unique approach, combining accurate, high-quality, objective analyses and individual, customer-oriented solutions in a perfect way. The system is based on the findings of fundamental research on occupational success factors done at Max Planck Institute in Munich by Prof. Dr. Dr. Brengelmann and Dr. W. Strasser and gives you an exact image of the current level of potential in the key Soft Skill success factors which are the essential basis for success in the job!

Key Facts: - Database: approx. 100.000 datasets in total for the benchmarking   - objective, valid & reliable

- Available in many different languages, for different cultures and countries   - Customizing-options
- Precise results for the individual, for groups and teams, and for the organization as a whole
- In-house application: Both the program-software and data Intelligence ("DNLA-Master") and the DNLA Know-How (DNLA-debriefing-process; training sand certification as DNLA-in-house-consultant) can be offered directly to the client.

DNLA - We turn Potential into Performance!