



# sales evaluator

The value in evaluation

**Mercuri's Sales Evaluator is the online  
competence assessment tool**

It is the starting point for sales and business improvement

## Business benefits of Sales Evaluator



Measure the effectiveness of your sales and customer facing teams



Make your training budget go further



Identify the gap between desired best practice and your current performance



Generate a focussed plan for improvement



Increase the return on investment



Discover potential financial improvements

# Assessing competence

## DO YOU KNOW

The current capability of your team?

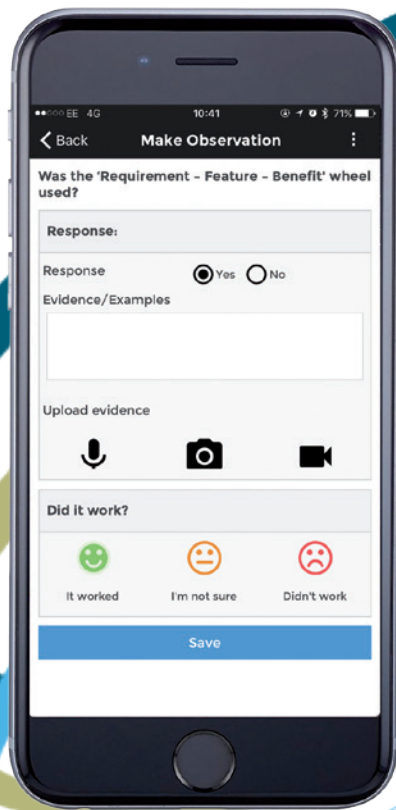
What training and development each individual needs to improve?

Who in your team requires priority development?

What competences are critical to business performance?

What you don't know?

Sales Evaluator enables you to measure the effectiveness of your teams skills, knowledge and attitude. Using Sales Evaluator with the coaching app will help you discover what development and coaching your sales and customer facing teams need to support your business objectives.



**Step 1**

Review  
Current  
Competencies  
& Skills

**Step 2**

Self  
Assessment

**Step 3**

The Manager's  
View

**Step 4**

Validation  
Meeting

**Step 5**

Analysis,  
Report,  
Results &  
Enhancements

# The Value in Evaluation



Mercuri's **sales evaluator** is the starting point for business improvement.

The reports generated from the evaluation process provide compelling insight into gaps in competitive strengths and priorities for development. It enables you to plan targeted, prioritised and cost-effective development and then measure improvement.

1 Introduction 2 Attitude 3 Skill 4 Areas of Focus

Question 2 of 2

Objection handling  Selected as Important

Dealing effectively with objections during the sales process.

	Emerging			Competent			Role Model		
	1	2	3	1	2	3	1	2	3
John Smith									
Phil Taylor									
Validated Score:									

I rely on my personal ability to get past most objections.

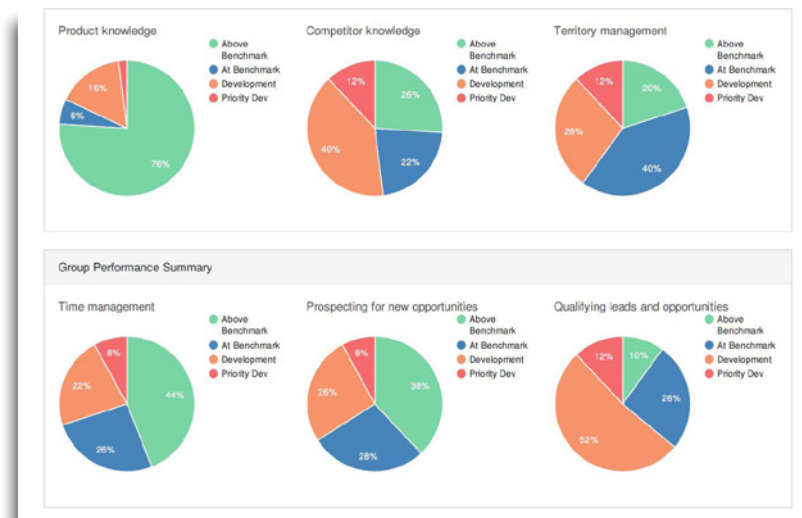
I use techniques that allow me to handle most objections to the satisfaction of the customer. I have ready answers to most standard objections.

I am able to resolve customer objections using effective techniques that enhance the customer experience and increase my conversion rate.

Supporting Comments:

The results are broken down into Skills, Knowledge and Attitude.

The results will show a targeted development path for both team and individual, while highlighting best practice in your organisation.



Managers will have individual results showing each person's:

- Strengths
- Area for development
- What's important to them
- What their individual focus for the year should be



# sales evaluator will enable you to

- Make your training budget go further
- Focus your development in the areas that will make the biggest impact
- Create the perfect profile for your team

