POP™ for Sales

"It's not about having the right opportunities. It's about handling the opportunities right."
- Mark Hunter

POP™ for Sales *(Predictor Of Potential for Sales)*, is statistically reliable, and predicts outcomes with up to 99.5% statistical probability.

POP for Sales™ is a fully integrated, online selection, succession planning and coaching tool for competitive people; those where compensation is primarily based on commission and relationship sales people, those where building a trusted advisor relationship is key.

The **POP for Sales™** is one of the most predictive pre-hire sales assessment tools in the world, with over 30 million assessments benchmarking both competitive and relationship sales professionals to give you a predictive science score for every hire.

The **POP for Sales™** provides two predictive science models, one for Competitive Sales professionals who generally work on a high commission base in more transactional sales. It also provides a Relationship Sales

Predictive Model for those Sales professionals who are best at building a trusted advisor relationship.

It is a comprehensive approach to selection and development based on advanced statistical methods and over 30 years of professional coaching work with top sales professionals and managers.

POP for Sales™ provides an organization with the immediate use of our insights compiled from our validation studies and the development of Best Practices in the selection and retention of top sales performers.

Because it is normative, it can be used to compare candidates. In fact, a company can customize this assessment for any sales role to predict superior performers unique to a company's culture.

The **POP™ for Sales** offers objective data relative to the core traits of employees that make them best-suited for sales rep positions, or not.

POP for Sales™

- Identifies candidates with sales success DNA and predicts sales performance
- Is the ideal tool for selecting people for competitive sales roles
- Provides a customized prediction model for any organization
- Measures essentials of self-management and proactiveness
- Improves sales team retention
- Provides a management snapshot that identifies future sales managers
- Includes extensive post-hire feedback for both manager and candidate

POP for Sales™ is one of the few normative psychometric assessments *in the world* that has been validated to help you predict your employees' performance.

You can use it to integrate these scientifically-based insights *throughout an employee's entire life cycle with your organization*, from management selection to career development and succession planning.

POP™ for Sales predicts performance by measuring the #1 competency of successful professionals—self-management. This is an individual's ability and willingness to take initiative and achieve goals—with minimal outside influence.

POP™ assessments measure 7 hard-wired character traits that together reflect an individual's baseline potential (talent), their attitudes and habits (effort), and key personality dimensions that can predict alignment with a manager, team, or culture.

POP for Sales™ provides sales management with feedback, interview suggestions, retention strategies and coaching suggestions on:

- Business Development
- Motivational Structure
- Closing Style
- Approach to Structure
- Communication Style
- Probable Performance Levels
- Probable Retention
- Self Confidence
- Managing Call Reluctance
- Essentials of Self Management

POP for Sales™ can be *normed* to reflect your specific leadership and management culture and your succession-planning needs. We do this by benchmarking your top-performing leaders to build a customized success and selection model just for you.

Customized analytics also provide you and your senior leadership team with powerful knowledge about your business, allowing you to make strategic talent decisions that align with your organization's vision.

Our Assessments, Analytics, and Insights Will Make Your Organization More Efficient. Period.

Psychometric testing is used by over 80% of the Fortune 500 companies in the USA and by over 75% of the Times Top 100 companies in the UK. These leading-edge organizations use science to build more strategic management cultures by selecting, developing, coaching, and retaining top performers, as well as by using profiling systems in their succession planning.

Smart Work | Assessments is the master U.S. distributor for Self Management Group's industry-leading POP (Predictor of Potential™) psychometric assessments. Supported by Self Management Group's statisticians and psychologists, we leverage reliable, validated data from more than 30 million normative assessments to help our clients boost productivity, slash turnover, and achieve organizational goals with confidence.

For a free assessment or initial consultation about your assessment needs, contact us at:

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SMART WORK | ASSESSMENTS
we *get* people

powered by Predictive Science

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