What is it? How does it work?

Sales-Map™ is an online Situational Judgment Test, measuring the sales proficiency of B2B salespeople. It measures the practical knowledge about what to do in a wide range of sales situations. It consists of 33 sales scenarios with 166 items; it takes 40 – 50 minutes to complete it.

Target group

Business-to-Business salespeople from all industries and seniority levels. The scenarios are generic and salespeople can relate to them regardless of the products or services they sell.

Application area

Pre-hiring assessment for recruitment; Development needs assessment; Reflection and discussion material for training and coaching of salespeople.

What does it assess?

Sales-Map™ measures the similarity of responses with the responses of an expert group. It calculates a total score and proficiency scores in four main areas of sales work:

✓ Preparation

✓ Meeting with customers

✓ Following through

✓ Negotiating

✓ Total Score

The expert group consists of top salespeople from the computer hardware, software, industrial parts, equipment, pharmaceuticals, health care, financial services, telecommunications, and hospitality industries. The expert group also has a diverse geographic (Asia, North America and Europe) and sales methodology training (Huthwaite, Miller Heiman, Wilson Learning, etc.) background. The closer the answers are to those of the expert group, the higher are the scores.

The items have different difficulty levels. While some answers are obvious, many answers need years of experience and training on the job to get them right. Some answers don't have a single best answer at all; these items are not counted in the scores. These items make the story more complete, and make the test more difficult.

Completing the assessment is a reflection and learning experience itself - it increases the self-awareness of salespeople, and motivates them to learn more sales techniques.

Key features and benefits

The scenarios of the test form coherent, realistic stories that span the whole sales cycle and include the most typical challenges salespeople face regardless where they work. The report identifies the areas of strengths and weaknesses of salespeople, allowing them to target the right areas for development. The report also provides specific development suggestions regarding situations with the largest gaps. As a selection tool, it provides an objective assessment of sales proficiency, identifying the candidates who know how to sell.

Reports

Sales Proficiency Scores; Development Suggestions.

Report example pages
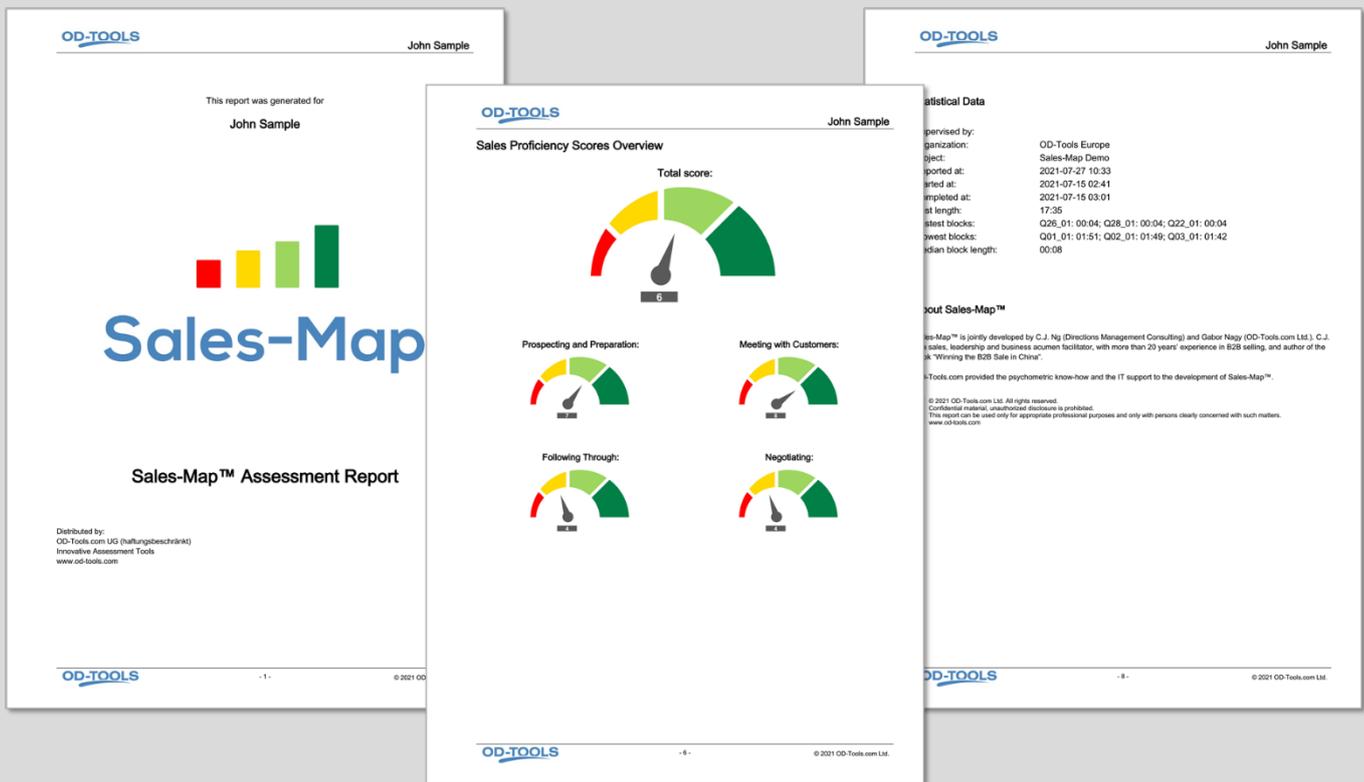
The OD-Tools® Assessment Platform

OD-Tools® is the home of exclusive assessment and advisory tools for professionals in the fields of OD, HR, training, psychometrics, and consulting. It powers psychometric tests, 360 assessments, and organizational diagnostic tools. It is a cloud-based web application with multiple server locations across the globe, and compliant with the strictest privacy and data protection laws, including EU requirements. OD-Tools® is running on Microsoft Windows servers and Microsoft .net technology.