THE apt SALES SUCCESS PROFILE (ASSP®)
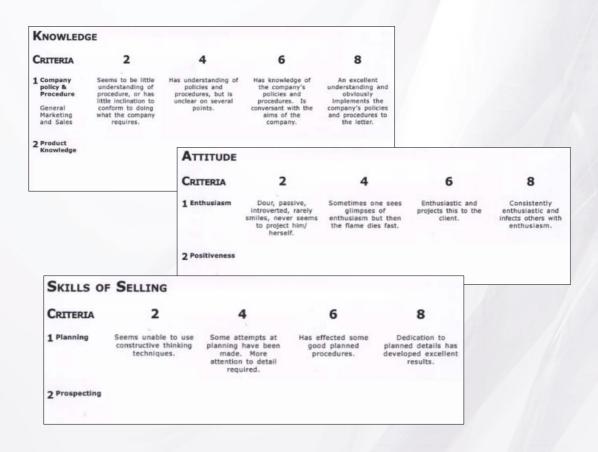
apt Sales Success Profile is a management tool to assist managers to assess the knowledge, attitude, skills and proactive habits (the apt **KASH**© approach) of their sales people. The profile is developed for our clients on an individual basis and is used as a method of assessing sales performance and identifying development needs to improve sales results. It can also be used in the customer services area to improve customer service indices.

The **ASSP®** models key criteria of the top performing sales people from your business using apt's SSP techniques and incorporates these with other well researched criteria to form an assessment tool used by the sales professional themselves in conjunction with their sales management. It also provides a base for an individual development action plan to be carried out by each sales person on the job.

KEY BENEFITS

- Improves sales results or customer service indices
- Assists management to forecast sales performance
- Identifies individual contribution in team sales situations
- Provides a development tool for individual action to improve sales performance
- Assesses future performance in long cycle sales situations

KNOWLEDGE

CRITERIA	2	4	6	8
1 Company policy & Procedure General Marketing and Sales	Seems to be little understanding of procedure, or has little inclination to conform to doing what the company requires.	Has understanding of policies and procedures, but is unclear on several points.	Has knowledge of the company's policies and procedures. Is conversant with the aims of the company.	An excellent understanding and obviously implements the company's policies and procedures to the letter.
2 Product Knowledge				

ATTITUDE

CRITERIA	2	4	6	8
1 Enthusiasm	Dour, passive, introverted, rarely smiles, never seems to project him/herself.	Sometimes one sees glimpses of enthusiasm but then the flame dies fast.	Enthusiastic and projects this to the client.	Consistently enthusiastic and infects others with enthusiasm.
2 Positiveness				

SKILLS OF SELLING

CRITERIA	2	4	6	8
1 Planning	Seems unable to use constructive thinking techniques.	Some attempts at planning have been made. More attention to detail required.	Has effected some good planned procedures.	Dedication to planned details has developed excellent results.
2 Prospecting				

The above is an example of the profile which is designed specifically for each individual client.