

Salesperson Navigator



A salesperson's skills are a critical factor in an organization's ability to compete, win, and prosper in complex times. Measuring those skills, through the eyes of customers, gives feedback to the salesperson that cannot be ignored. This feedback directs the salesperson to concentrate on the areas that need the most development and use his or her most important asset wisely—time. It guides the development investment for optimum effectiveness and supports an environment where learning to provide value is an essential part of the job.

Salesperson Navigator diagnoses where your salespeople are in terms of the Consultant/Strategist Model's four roles.

Today, selling requires more than personal effectiveness or technical effectiveness (product knowledge). Salespeople need to become valued consultants for the client organization to add value during the sales process. They also need to keep a strategic view to ensure they make *profitable* sales.

The *Salesperson Navigator* 360-degree feedback instrument measures behaviors from the Consultant/Strategist model to show strengths and weaknesses so your salespeople know what areas need to be developed further to increase their success.

Consultant/Strategist Model



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Outcomes

Salesperson Navigator is a diagnostic feedback instrument designed to help improve your salesforce's ability to win and meet revenue goals. It adds value for salespeople by powerfully highlighting what they need to develop. It adds value for the sales organization by showing where development investment should focus.

Approach

Salesperson Navigator provides high flexibility, from configuration and customization through data collection, feedback, planning, and beyond. Implementations start with a Virtual Kick-Off Meeting to set expectations, gain alignment, and set up schedules. The process of collecting feedback is completely Web-based, and the Development Planning Session itself can be face-to-face or as a webcast.

The Organizational Results Planning Session shows trends to help you prioritize your development investment in your salesforce.

Wilson Learning has a very flexible capacity for instruments like *Salesperson Navigator*, customizing and delivering more than 400,000 reports in less than one year.

Salesperson Navigator: Outcomes by Step

Step	Outcome
Configuration and Customization (Optional) When there are unique practices in your sales environment, or if you already have a different sales model with competencies in place, Wilson Learning can adapt the platform and model to use what you have	Adaptation for unique needs and/or integration with existing competency models
Virtual Kick-Off Meeting Engage salespeople, sales managers, and an administrator in a short webcast to set expectations and answer questions	Clarity on purpose, process, and payoff for participation
Collect Feedback E-mail out requests for feedback to participants and their raters, track completion rates, and send out reminders as needed; provide real-time status access to client liaison	Maximum and timely participation
Development Planning Session Either in-person or via webcast, walk small groups through their feedback reports to ensure that all understand the important messages; help them decide on development priorities, and point the way toward development resources	Become aware of their strengths and development needs; obtain motivation and direction for development
Individual Coaching (Optional) Provide a pre-set block of time for a coach to be available on an as-needed basis for individuals who may need a little more help or support	Increased rate of successful development
Organizational Results Planning Session Brief senior stakeholders (usually via webcast) to report aggregate trends and insights about salesforce development needs	Able to prioritize development investments based on facts

Continued

Continuing Development

Salespeople and their managers plan and prioritize continuing development as part of the feedback process. Salespeople receive specific recommendations on how they can most effectively develop the skills they need in the form of on-the-job activities, books, and training courses.

Wilson Learning can support further development in the form of appropriate sales training programs for group needs or coaching to meet individual needs.

Organizational Reporting

Results are combined in one or more organizational reports to show the actual patterns of strengths and development needs within the salesforce.

As part of our standard service, we present these results in a webcast briefing to senior leaders, as described above. Many organizations use this report as a needs analysis to target their development resources where they are most needed. Optionally, reports can be generated for various subgroups of the whole organization to get an accurate reading of the specific development needs by segment of your salesforce (such as the needs of strategic account managers versus the needs of small/medium business sales).

This offering, like all others from Wilson Learning, can be customized to reflect your sales environment and business priorities and can be integrated with your sales process.