

# Above, Ahead, Achieve

Sales force effectiveness is critical to every organisation's success. Research shows that sales performance excellence and growth can be achieved through strategic insights and actions.



DEVELOPING LEADERS • OPTIMISING PERFORMANCE

## Sales Force Effectiveness Capabilities

# 1. SALES TALENT MANAGEMENT MODEL

We provide customised strategies to organisations who know the most important factors in their sales success are hiring and keeping the right salespeople, equipping them with the necessary skills, and supporting their efforts with effective management initiatives.

*This Sales Talent Management Model is applicable for Sales Force up to Sales Director Level.*



# 2. ASSESSMENT AND IDENTIFICATION

*Assessing Sales Force Talent and Establishing Excellent ROI*

OPTIMAL uses a combination of validated tools to assess the various dimensions required for success in sales career. It helps identify the best-fit candidate quickly and build a viable talent pool for your sales teams.

It can be used for **external recruitment** and **selection for internal promotion and assignment**.

Assessment(s) can be used **singly** or in **combination** for comprehensive and objective evaluation of the incumbents.



# 3. DEVELOPMENT AND ENGAGEMENT

*Building sales force capability and results. Developing wholesome sales leaders.*

OPTIMAL's Sales Force Development is a dynamic approach to providing unique sales force team development solutions that transfer directly into the workplace and beyond. By integrating self-reporting and/or 360 assessments, training and coaching into a single system, we devise an extensive range of interventions targeted to increase sales force effectiveness at various levels of the organisations.

Development Intervention	Duration	Sales Force	Sales Leader	Sales Director
Self Discovery Programme	1 session	✓	✓	✓
Transformational Coaching	3-6 sessions		✓	✓
Transformational Workshop	2 days		✓	
The Emotionally Competent Sales Leader Workshop	1 day		✓	✓
The Engaging Sales Leader Workshop	1 day		✓	✓
The Versatile Leader Workshop	1 day			✓
Coaching Skills Workshop	1-2 days		✓	✓
Mentoring Skills Workshop	1-2 days		✓	✓
Team Effectiveness Coaching	1 session			✓
Team Effectiveness Workshop	0.5 day			✓ <i>*with sales team</i>



For further information, please contact the office nearest you

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