



SARVAGNYA



SALESPRO INDICATOR REPORT

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Introduction

SalesPro Indicator authored by Dr. Sri Harsha Govardhana provides comprehensive and insightful report for the client to excel in their sales and marketing role.

Please use the guidelines provided below to interpret the results.

1. **Overall Assessment Score:** The cumulative score provides an overall evaluation of the participant's performance across various competencies. A higher overall score indicates strong proficiency in sales-related skills and practices.
2. **Competency Insights:** Delve into individual category scores to identify strengths and areas for improvement. High scores (i.e., 81 and above) reflect excellence, medium scores (61 to 80) indicate competency with room for enhancement, and low scores (60 and below) highlight potential challenges that need attention.
3. **Strategic Sales Competencies:** Focus on competencies like Sales Strategy and Planning, Digital Integration and Marketing, and Customer Satisfaction and Referral to gauge strategic thinking and customer-centric practices, crucial for long-term success.
4. **Interpersonal and Team Dynamics:** Explore scores in categories such as Team Collaboration and Well-being, Customer Engagement and Relationship Management, and Recognition and Rewards to understand interpersonal and team-oriented skills that contribute to a positive work environment.
5. **Adaptability and Continuous Improvement:** Assess scores in categories like Objection Handling, Performance Feedback and Goal Alignment, and Negotiations and Closures to gauge adaptability, responsiveness to feedback, and commitment to continuous improvement.
6. **Communication and Brand Knowledge:** Examine scores in Product and Company Knowledge, Digital Integration and Marketing, and Objection Handling to evaluate communication skills, brand knowledge, and the ability to effectively engage with clients.
7. **Client Relationship Building:** Consider scores in Customer Engagement and Relationship Management, Negotiations and Closures, and Customer Satisfaction and Referral to assess the participant's ability to build and maintain positive client relationships.

8. **Individual and Team Contribution:** Analyze Recognition and Rewards, Performance Feedback and Goal Alignment, and Team Collaboration and Well-being scores to understand how well the participant contributes individually and collaboratively to team success.
9. **Development Areas:** Identify categories with lower scores as potential development areas. Tailor training and coaching initiatives to address specific weaknesses, fostering well-rounded sales professionals.
10. **Actionable Insights:** Utilize the report to provide actionable insights for performance improvement. Encourage participants to leverage strengths, address weaknesses, and implement targeted strategies to excel in their sales roles.

Please Note:

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Your Results

Report for	Sample Report
Company Name	My Company
Date of the Assessment	Apr 2, 2024 2:13 PM
Coach and Trainer	Dr. Sri Harsha Govardhana

	Sales Competency	Score
1	Product and Company Knowledge	63
2	Sales Strategy and Planning	74
3	Customer Engagement and Relationship Management	88
4	Digital Integration and Marketing	82
5	Performance Feedback and Goal Alignment	91
6	Recognition and Rewards	91
7	Team Collaboration and Well-being	85
8	Objection Handling	91
9	Negotiations and Closing	84
10	Customer Satisfaction and Referral	93
Total Score		84

Low Score	Mid Score	High Score
< 60	61-80	> 81

What do your scores mean?

1 . Product and Company Knowledge

You Scored: **63**

Evaluates the depth of understanding about the organization's products, services, and competitive landscape, including the ability to communicate effectively about them.

High	Medium	Low
Individuals with high scores exhibit a confident grasp of the organization's products and services, articulating the company's history and values comprehensively.	Medium scorers demonstrate reasonable familiarity.	Low scorers may face challenges in understanding and communicating essential company information, hindering effective positioning in the market.

2. Sales Strategy and Planning

You Scored: **74**

Assesses proficiency in strategic sales planning, goal-setting, and adherence to sales strategies, reflecting the ability to navigate various stages of the sales process.

High	Medium	Low
High scorers showcase a strong command of strategic sales planning, consistently setting clear and achievable goals, and reviewing performance for continuous improvement.	Medium scorers display a reasonable understanding but may benefit from enhanced goal alignment.	Low scorers face potential challenges in navigating the various stages of strategic sales planning, affecting goal-setting and adaptability.

3. Customer Engagement and Relationship Management You Scored: **88**

Measures the effectiveness of maintaining organized contact systems, proactive lead follow-ups, and strategies for positive pre-sales mental conditioning, showcasing skills in building and managing client relationships.

High	Medium	Low
Individuals with high scores maintain organized contact systems, proactively follow up on leads, and exhibit effective pre-sales mental conditioning.	Medium scorers have a reasonably effective approach.	Low scorers may struggle with organized contact management and proactive lead follow-ups, impacting overall customer engagement.

Action Planning

The steps you take towards achieving your Sales goals will determine whether or not success is realized. Use this step-by-step activity plan to help guide you closer to your goals. Remember to use the SMART goal setting criteria for each goal.

Write down up to three Sales Skills that you would like to further develop (e.g., “Strategic Sales Planning”, “Goal Alignment,” and “Team Collaboration” to demonstrate selling skills to increase your sales performance). The SMART goals that you outline in the template should help to strengthen these Sales Skills.

- 1.
- 2.
- 3.

Write down up to three overall qualities that you would like to have (e.g., learning strategic sales planning techniques, aligning sales goals to achieve sales targets and enhancing sales team effectiveness). In some way the goals you outline in this action plan should help you achieve the overall qualities you identified.

- 1.
- 2.
- 3.

Transfer your SMART goals into the action plan template below.

SMART Goal	Time Frame	Benefits	Measure of Success	Support & Resources Needed	Potential Barriers
<i>Strategic Sales Planning</i>	<i>Review meetings starting today</i>	<i>Demonstrate skills related to creating strategic sales plan following the sales process</i>	<i>Creating a strategic sales plan that is ready for implementation</i>	<i>Mentoring on a Capstone project</i>	<i>Not providing opportunities for experimentation</i>



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