

Better Selling Through Better Evaluation and Better Skills Development

The British (according to the Cranfield School of Management) are hopeless salesmen. It seems only 12% of sales people adhere to best practice and fewer than half possesses 'closing skills' – which means that only one in five 'deals' gets successfully closed. The problem is poor measurement of sales competence coupled with inadequate training to redress any shortcomings. Most firms assume that people are either salesmen or they're not; where training is offered it tends to resemble sheep-dipping – everyone is treated the same irrespective of individual strengths and weaknesses.

To get better salespeople, business has to find a more objective method of assessing their abilities and a much more targeted training regime.

'Silent Edge', the sales performance authority, has designed an award-winning solution to the problem. Their electronic scorecard provides a statistical measure of core competencies and records over 170 observations of salespeople's behaviour during live presentations. Evaluations are bench-marked against best practice. Following in-depth interviews, salespersons are then given a detailed personal development programme which is delivered through intensive workshops. The success of the Silent Edge approach has been accredited by both the Cranfield and Ashridge schools of management (such is their confidence in the company's methods and results they have adopted Silent Edge as their 'research partners').

Most importantly, the Silent Edge approach delivers. Blue chip clients like Cable and Wireless and '3663' have reported a far more effective sales force and impressive improvements in profits as a consequence of signing-up with the 'Edge'.

To illustrate the unique effectiveness of Silent Edge's scorecard and training methods, we can not only provide case-studies, but extensive research and comment from Cranfield and Ashridge management schools.

Silent Edge has a proven track record of dramatically increasing business sales performance and improving revenues. Run by sales professionals for sales professionals, Silent Edge uses its unique competency-based objective assessment process to help salespeople and sales leaders understand their specific skills gaps and develop these to improve their job performance.

Silent Edge works with blue chip clients across a spectrum of industries and is endorsed by the Institute of Sales & Marketing Management. The company is also a research partner of two of the country's best known business schools: Ashridge and Cranfield University.

For more information see www.silentedge.co.uk