

# B2B Sales Essentials Assessment

Measures what someone knows and understands about the current and emerging B2B selling best practices!

## Case Study: Mega ROI

1. Leading manufacturer with aging sales staff.
2. Staff average of 23 years B2B sales experience.
3. Used B2BSE to identify high potential sales candidates with 3-5 years experience.
4. Trained in full B2BSE tactics (see below)
5. At the end of 12 months, the high potentials were all in the top 30% of producers.

## Seven Key Attributes

1. Relational, not Transactional.
2. Thorough Research and Planning.
3. Focus on Functional Decision-Makers.
4. Deep-Dive Needs Assessments.
5. Sell to Identified Needs, Not Own Agenda.
6. Account Portfolio Planning and Management.
7. Leverage Emerging Technologies.



## Related B2BSE Tools

The Business to Business Sales Essentials Product Family consists of these additional options:



The B2BSE Development Guide e-book contains more than 1,100 B2B sales best practices, tools, strategies, examples and templates.

Expert onsite interpretation and the creation of an enterprise-wide plan to institutionalize the B2BSE best practices.

In-depth, engaging interactive training program covers more than 2,000 best practices in 16 modules (taught online or in-classroom).



One-on-one coaching of sales and sales management staff by experienced B2BSE sales experts.



Tools and templates designed to drive sales and assist sales managers in coaching and developing their staff. Some forms have been integrated with CRM programs such as Salesforce.com.

## What B2BSE Measures



## Top Four Applications

1. Benchmark Your Existing Staff.
2. Pre-Hire & Promotion Evaluation.
3. Identify B2B Sales Aptitude.
4. Identify Training Need Areas.

## Competencies Measured & International Averages

Approximately 80% of all B2B sales professionals scores fall within plus or minus 10% deviation from the International Averages.



Percent Correct Scored by International Average (n=2300)

To learn more about how the B2B Sales Essentials program can super-charge your organization's sales and profits, please visit [www.b2bse.com](http://www.b2bse.com) or email [hank@boyermanagement.com](mailto:hank@boyermanagement.com).