



“ SalesAssessment.com offers your Sales organisation two major competitive advantages”

1. Revenue gains of up to 300% per annum – a major lift to the top line.

SalesAssessment.com enables clients to maximise their revenue by providing a uniquely dependable route to recruit and develop top sales performers with increased confidence and reduced risk.

The customer view....

“The Fit-4 High Performer benchmark really does work – when a candidate’s Fit-4 results indicate that they are a High Performer – then their revenue performance fully backs that up; and vice versa.

“We now use Fit-4 throughout QlikTech Europe for development, to ensure our budget is spent on the areas that generate most return; and for recruitment, to ensure that every new hire raises the performance bar for the sales force as a whole.

“I have no hesitation in recommending Fit-4 to any organisation that wants to improve the revenue performance, quality and motivation of their sales people.”

Anna Kjellberg;
VP Global HR & People Development; QlikTech.

2. Significant improvement to the operating efficiency and ROI delivered by your sales team – a vital boost to the bottom line.

Sales Assessment.com enables clients to maximise the profitability of their sales organisation by optimising talent and performance.

The customer view....

“Growing businesses need the best sales talent, with the right skills, in the right roles, with each sales person highly motivated at all times. Yet that is one of the hardest things to get right.

Fit-4 delivers the means for any business manager to get that golden combination, whether you understand sales people or not. Whether hiring, or developing your existing sales people, Fit-4 can guide your investment decisions into the areas that will deliver the most return.

I would recommend Fit-4 as the sales assessment tool of choice for all growing businesses.”

Phil Good,
MD, Hopewiser, the Address Experts.

“Fit-4 provided me with the means to understand the capabilities of our Sales Talent, role by role, and delivered a clear and simple needs analysis, enabling me to target development spend precisely to best effect for the individual and the company.”

Stuart Fox,
HR Director, Bodycote plc





How QlikTech relies on Fit-4 from SalesAssessment.com to optimise its Sales Talent

About QlikTech

QlikTech, a leading Business Intelligence software company, is the fastest growing company in its category, moving into new markets and expanding its innovative business solutions to new verticals.

The challenge

Positioning the company to meet these requirements involved changing the sales approach, moving from selling the software as an application, to a broader strategic positioning of its business solutions to customers.

QlikTech's offering delivers critical business data to their customers in a way that is easy to use and fast to deploy. To change to solution selling with success, the sales people needed to understand and be able to articulate clearly the business impact and value this data creates for their customers' businesses.

The solution

In order to take this next evolutionary step, QlikTech assessed what training would have to be considered for each of their sales people individually, and for the team as a whole to make this transition work. This was achieved through the use of Fit-4 to carry out an objective and robust analysis of the capabilities of each sales person, with their results mapped against a benchmark set of high performer capabilities for each role.

"Through adopting this approach in the Nordics and eventually throughout Europe, QlikTech is able to identify precisely what development each individual

needs, enabling us to move forward towards our goals. Additionally we are better able to target our training spend to greater effect and provide personalised training plans for each member of the team," explains Mats Ferm, VP and Managing Director, QlikTech Nordic region.

"As a part of this exercise QlikTech, , deployed a new segmented European sales organisation, based on information from the Fit-4 results, focusing on SMB and Enterprise respectively. Achieving this would have been much more difficult without Fit-4. This enabled us to meet one of our key objectives for this program – making sure we have the right person with the right training to be most effective in their role.

"Through the use of FIT-4 from SalesAssessment.com, we were able to gain the advantages that we sought without taking our team out of the selling day. The results were insightful and gave us a detailed and accurate understanding of our sales team that immediately enabled us to better manage, develop and motivate each individual sales person.

The future

"Having completed the initial project, we will be using Fit-4 in future recruiting initiatives throughout Europe to identify top talent. We have found that the detailed analysis available from Fit-4 is very valuable during the interview cycle, as it enables us to focus our questioning specifically at potential areas of opportunity or concern. "Overall, we have found Fit-4 to offer clear, insightful analysis of our sales teams, and when you add in Fit-4's unique High Performer, role specific benchmark, we are now able to hire and develop our sales people more precisely to our needs to ensure the right person in the right role," Mr Ferm concluded.

QlikTech™

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