



Increase Sales

Improve Your Sales Force Performance Using the Sales Management Tool

Does your salesperson suffer from the following performance issues?

1. Has a low closing rate
2. Has poor work habits
3. Doesn't comply with company policies
4. Doesn't sell appropriate product and/
or service business mix to customer
5. Needs constant supervision
6. Doesn't meet your sales expectations
7. Has a poor attitude
8. Is not a team player

Utilize the S.W.A.T. management report to identify areas your salesperson needs to improve in order to reach optimal sales. Implement the suggestions in the report along with coaching from CCN to help your salesperson continually increase his or her performance and promote sales growth for your business.

Call

800.396.1510

To order an assessment for a
prospective or existing
salesperson

**Fax order form to
866.250.3270**

Check your membership level pricing

	Package	Indiv
___ Platinum:	\$1600	___ \$300
___ Gold:	\$1800	___ \$350
___ Silver:	\$2000	___ \$375
___ Bronze:	\$2200	___ \$400
___ Non-member:	\$2400	___ \$425

Order total: _____

Name _____

Company Name _____

Address _____

City, State, Zip _____

Email address _____

Phone _____

Method of Payment

 Visa

 Discover

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 American Express

Credit Card # _____ Exp. date _____

Signature _____

I hereby authorized Certified Contractors Network to charge
the following credit card for the amount checked above for
purchase of 1 SWAT package as described above.

Certified Contractors Network

6476 Sligo Mill Rd.
Takoma Park, MD 20912

Phone: 800.396.1510

Fax: 866.250.3270

E-mail: admin@contractors.net

www.contractors.net



**TiRED OF TRYiNG TO FiGURE
OUT iF SALES CANDiDATES
CAN SELL OR NOT?**

HiRE THE ONES THAT CAN !

S.W.A.T. Sales Wizard Assessment Tool



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Tired of Poor Sales Performance?

"I've gone through three sales people in the past year, with no results. I've done nothing but waste money on these people, and don't know what to do next..."



As Jim Collins says in his bestselling book *Good to Great*, you have to first get the right people on the bus, get the wrong people off the bus and get the right people in the right seats.

In a contracting business, employing the right salespeople is a critical success factor. A bad hire can cost you hundreds of thousands of dollars. The cost of a poor salesperson may be even greater when you factor in lowered morale, dead leads and the challenge of adjusting a poor attitude.

So how do you know if you have the right people on board now? How will you attract the right people in the future?

Hire the Right Salespeople Using the "Sales Wizard Assessment Tool"™



There are many reasons salespeople do not perform well. The majority of new sales hires fail because they do not have the characteristics required for success in a sales position. A sound hiring process can help minimize poor hiring decisions. However, it is critical to screen out sales applicants who don't possess the characteristics required to be successful salespeople hiring them.

What is S.W.A.T?

S.W.A.T is the Sales Wizard Assessment Tool™ provided by Certified Contractors Network. This service is an accurate and reliable testing method for predicting sales success potential in sales candidates prior to the interview.

How reliable is it?

SWAT is a predictive, well validated, testing system designed to evaluate whether your professional sales candidates have the underlying personality to be effective in a consultative sales job.

This test measures the candidate's knowledge of effective sales strategies at various stages of the sales cycle and his/her motivational needs. It was designed and validated with top performers and built around a consultative sales approach. Web-based, it is easy to use in the field and can be customized to your company.

SWAT Hiring Package Pricing

- Full 10 page report
- Get to evaluate up to 7 candidates
- Three get full briefing with consultant
- One low price

Platinum	\$ 1,600
Gold	\$ 1,800
Silver	\$ 2,000
Bronze	\$ 2,200

Single Assessment Pricing

Platinum	\$ 300
Gold	\$ 350
Silver	\$ 375
Bronze	\$ 400

Potential Sales Success:

The candidate's Sales Personality Index score was 28 out of a possible score of 48. This score falls in the fourth range of possible scores (Betas). Our research indicates that candidates with scores in this range have a good probability of becoming successful. (About 7 out of 10 salespeople with scores in this range earned sales compensation in the top half and, as a group, these people had average performance levels 7% above the norm.)

Score	Range	Advice
---	00-18	Avoid
---	19-23	OK
---	24-26	Good
28	27-33	Better
---	34-45	Best

Personality Insights:

The following potential strengths (+) and potential weaknesses (-) may help you to understand how the candidate's personality may impact his sales performance.

- He prides himself on completing his tasks and following through on his commitments in a dependable manner.
- He appears to have a positive, optimistic outlook.
- He should have a confident sales presence.
- He can be assertive and forceful when necessary. He should be able to deal with most difficult, challenging or powerful customers and should be capable of asking for the sale.
- He should be a people person who will enjoy most of the social aspects of meeting new clients or prospects and working with them in a sales role.
- He should have no difficulty expressing his thoughts and ideas with customers and others. He should have a free and easy conversational style that can be spontaneous and enthusiastic.
- He appears to be a very self-reliant person who is most comfortable solving new problems and tackling difficult tasks by himself.
- He appears to be less serious-minded than the best sales people. He may be more prone to making decisions quickly and taking risks.
- He appears to be an uncooperative person who likes to win, sometimes at the expense of others.
- He appears to have a skeptical view of other people and their intentions. He will tend to assume that others will try to take advantage of him and is likely to be guarded and cautious.

Sales Knowledge:

The candidate appears to have a good understanding of effective consultative sales techniques in the following areas:

- Recognizing the importance of first impressions in initiating positive and productive sales relationships.
- Developing a clear understanding of the customer's specific needs.