

How healthy are your relationship selling skills? That's what **The Checkup for Sales Professionals**[™] is all about. It is a unique learner's assessment that gives a salesperson a complete look at five essential areas in relationship selling:

Framework – the attributes and attitudes of top consultative sales performers. How does the salesperson measure up?

Vital Organs – what skill problems prevent the salesperson from achieving his or her full potential?

Client-Centered Process – how well does the salesperson help prospective clients make decisions, and where are the specific trouble spots?

Myths – which non-supportive beliefs about selling contribute to under-performance?

Prognosis for Growth – what results can be achieved with a program to treat the early warning signs uncovered by The Checkup[™]?

Unlike other assessments, The Checkup[™] is both diagnostic and predictive. The benchmark is a “perfect specimen” – that is, an expert in relationship selling. This means that the salesperson gets feedback that will encourage him or her to aim for the best and not be satisfied with mediocrity. Because the benchmark is the expert, all sales professionals, regardless of their current level of success, find areas to work on to improve their performance.

The Checkup for Sales Management Professionals[™] is aimed at existing sales managers. In addition to the manager's relationship selling skills it examines leadership competencies:

- Develops Talent
- Leads People
- Sets Standards
- Scouts Talent

The Checkup[™] helps the sales manager identify personal sales strengths in order to become a more effective coach. It helps her or him ensure that there are no “blind spots” when it comes to hiring. And, it helps the manager focus on the areas of sales leadership that need attention and improvement.

A **GROUP DIAGNOSIS**[™] is also available to help senior management get a composite view of their current salespeople and sales managers. It summarizes the findings of an evaluation project so that trouble spots can be identified at a glance and training can be targeted at those weaknesses.

Companies use The Checkup[™] to define the unique, company-specific profile for relationship selling excellence. This becomes the ultimate recruitment and selection tool for them (see The X-Ray for Sales Professionals[™]).

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