# Selling Skills Assessment Tool™ (SSAT)

## Frequently Asked Questions

### What is the SSAT?

The Selling Skills Assessment Tool™ (SSAT) is a proven, diagnostic instrument specifically designed to quantify the sales and judgment skills of each member of the sales team. The SSAT contains 25 targeted questions to assess the critical selling skills essential to all selling processes.

### What is SSAT Measuring?

The SSAT is measuring the 5 core sales skills required for a customer-focused and consultative sales process.

1. **Open:** Explores how to build trust and credibility by setting verbal agendas, handling early objections and managing client expectations.
2. **Investigate:** Examines how to accurately assess the situation and uncover the client's needs through strategic questioning, listening skills and the examination of their decision making criteria.
3. **Present:** Encompasses how to link your capabilities to the client situation through strategic value articulation, differentiation and the appropriateness of your solutions.
4. **Confirm:** Uncovers how to ask for the business, handle objections, gain agreement and win the business, even when there are multiple decision makers.
5. **Position:** Focuses on how to build long-term customers for life, including referral strategies, cross selling and customer relationship management.

### Since sales situations vary, is there more than one assessment?

Yes. The SSAT is available in many versions to accommodate various sales positions and industries. Custom editions are available upon request. The current offering includes:

- Outside Sales
- Outside Sales - Healthcare
- Outside Sales – Customer
- Call Center – Outbound
- Call Center – Inbound
- Call Center – Inbound Healthcare
- Call Center – Outbound Healthcare
- Customer Service Call Center
- Inside Sales
- Account Growth
- Automotive Sales
- Commercial Insurance
- Internal Client
- Legal
- Mortgage
- Professional Services
- Real Estate
- Underwriter

PI Worldwide

# Selling Skills Assessment Tool™ (SSAT)

## Frequently Asked Questions, cont.

### How long does it take to complete the survey?

Total time needed to take the survey is 25-30 minutes.

### How is the SSAT administered?

- Consultants and clients collaboratively select the SSAT version that best reflects the sales organization and determine the number of participants, group names, and delivery date of the results.
- The sales team completes the SSAT via a password authorized web link at their convenience within a pre-specified time period.
- All completed SSATs are submitted to the PI Worldwide Central Processing Center for quality assurance.
- Once all SSATs are complete, the manager receives the final data: Executive Summary, Group Information, and Individual Reports.

### What do the results of the SSAT tell me?

The results of the SSAT provide an objective view of sales strengths, skills and areas that warrant improvement. Clients receive 3 reports which:

- Provide a statistical evaluation of each of the 5 core sales skills for their sales force.
- Deliver a summary of each division/team in comparison to the entire sales force.
- Compare each sales person to the division/team and to the entire sales force.

### How does the SSAT information help me develop my sales organization?

The SSAT information provides sales management with specific quantitative data profiling the targeted needs of the group, the needs of the division/team, and the needs of each individual sales person. The SSAT data provides the insight to effectively focus the group sales training needs for maximum impact and individual coaching plans for maximum sales growth.

### Should the sales team be re-evaluated with the SSAT?

Because the SSAT is quantitative in nature, the first assessment provides a benchmark for the sales team. After completing sales training, it is recommended that the team re-take the SSAT at 6 months and at one year to gauge the effectiveness of their sales training and development programs.

PI Worldwide

**PI Worldwide**
**Corporate Headquarters**
16 Laurel Avenue
Wellesley, MA 02481-7532 USA

Telephone: +1-781-235-8872
Toll-free in the USA: 800-832-8884
Fax: +1-781-235-0959

e-mail: SSATinfo@PIworldwide.com
**www.PIworldwide.com**



B850 3/07