



Sales Skills Index™

***“How you think when you lose
determines how long it will be
until you win.”***

—G.K. Chesterton



What is the Sales Skills Index and Why Use it?

“Stop selling. Start helping.”

–Zig Ziglar

The Sales Skills Index is an objective analysis of an individual’s understanding of the strategies required to sell successfully in any sales environment. It essentially answers the question, “Can this person sell?” Like any profession, selling has a body of knowledge related to successful execution. It is this knowledge that the Sales Skills Index measures.

Sales Skills Index Measures 7 Steps in the Sales Process

- Prospecting
- First Impressions
- Qualifying
- Demonstration
- Influence
- Close
- General

NOTE: Each situation was developed and validated by sales professionals to reflect real sales strategies used by today’s sales force. For more information on the creation of the Sales Skills Index refer to the Sales Skills Index Manual and Validity Study.

This report will give feedback on the individual’s strengths and weaknesses. **From this you can:**

- Develop a plan to overcome the individual’s weaknesses
- Simplify sales training
- Focus on areas that produce results
- Build confidence
- Identify the sales strategy knowledge areas that are needed to sell a specific product/service in a given market
- Identify new sales applicant’s strengths and weaknesses
- Identify specific training or management needs of a salesperson or sales force



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