



Velocity Advisory Group's SalesAptiQ™ measures personality-based behavioral tendencies (Performance Drivers) that have been proven to predict a person's potential success in a sales role. This tool identifies sales professionals' strengths and opportunities for growth, ensuring your team is positioned to excel in sales enablement and close more deals effectively.



RESULTS IN:

- ✓ A higher performing sales team
- ✓ Stronger sales performance with management tips tailored to individual scores
- ✓ The ability to identify the key strengths of your top sales performers and use those insights to develop and train the rest of your team
- ✓ Better identification of areas of improvement for developing leaders

After building a custom job performance profile based on client data and assessment data, we found a whopping **286%** difference between top-performer new account premiums and bottom-performer new account premiums, equating to nearly **\$40,000** per transaction being left on the table.



Performance

Instead of generic sales training, what if you could personalize trainings based on your newly hired salesperson's specific areas of weakness? Velocity's sales development tool will identify exactly where their strengths already lie, reducing the time required to train new hires while setting them up for success.

REPORT CUSTOMIZED BASED ON YOUR USE CASE



Retention

Improve motivation and boost retention by maximizing the skills of your highest performers and developing your new and lower-performing salespeople.

REPORT CUSTOMIZED BASED ON YOUR USE CASE



HOW IT WORKS



Sales Success Scoring Model and Comprehensive Job Analysis

A custom Sales Success Scoring Model built specifically for your organization based on a series of interviews, data analysis, and performance metrics.

**There may be a minimum number of employees required to build a custom Validation Model. Please contact us for more information.*



Sales Success Scoring Model

Leverages a robust set of validation studies on sales jobs to identify salespeople who have higher potential and can be developed to succeed so that you can get started right away.

The SalesAptiQ tool can standalone, complement your existing sales training, or be included in Velocity's award-winning sales training program.

CASE STUDY

An insurance company and Velocity client who used the Sales Aptitude Quantifier found:



New hires who scored at the 65th percentile or greater on assessment brought in **29.6% more money** in annual premiums than those who scored below the 50th percentile.

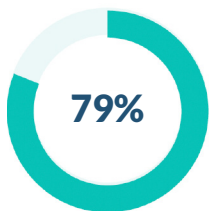


They also brought in **25.6% more in annual premiums** than those who scored between the 50-64th percentile.



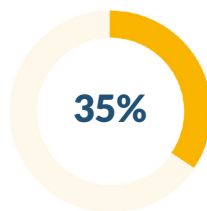
The 25% of these new hires who scored at least in the 60th percentile **exceeded their goal/quotas by 31%** (on average).

KEY DRIVERS OF SALES SUCCESS



Adaptability

Adaptability is the willingness and ability to effectively adjust to new conditions.



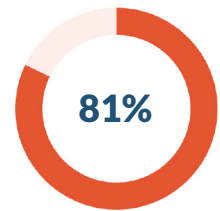
Detail-orientation

Detail-orientation is the ability to focus on the smallest elements of a task or project with accuracy and precision.



Drive

Drive is the speed at which an individual prefers to work and make decisions.



Empathy

Empathy is the ability to understand and appropriately respond to the feelings of others.

Contact us for more information

Let's Talk