



Sales Potential Evaluation



A Twenty-First Century Diagnostic Test for the Measurement of Sales Potential, the CEVEYSYSTEMS Sales Potential Evaluation (SPE) yields a statistically reliable measure of sales potential and pinpoints areas for development. The SPE can be used for individuals, teams or a whole organization.

The SPE was developed by a team of industrial psychologists led by Dr. Bernhard Cevey, and based on insights gained through Dr. Cevey's clinical work, and management consulting practice. The basis for the development of the SPE was the need for assessment tools that went beyond conventional personality tests.

Building on the success of the Leadership Potential Evaluation (LPE) the sales-specific diagnostic was created to serve clients who wanted a more focused tool for sales.

SPE measures four primary and 16 secondary success factors for sales performance. The SPE test is extremely sensitive, with the potential to create 8^{16} (eight to the power of 16) unique profiles.

The four primary success factors SPE measures are:

- **Planning** – the ability to apply systems and planning in tackling complex and diverse sales functions
- **Social Competence** – the ability to use communications to influence negotiations and outcomes and build lasting relationships
- **Personality** – the ability to influence the sales process through personal credibility and personal strengths
- **Stability** – the ability to handle failure, focus on positive thinking and align motivation.

The resulting profile permits the development of explicit recommendations that enable the manager to build on strengths and address weaknesses.

FIELDS OF APPLICATION

The SPE provides insight in numerous applications:



SPE SAMPLE PROFILE



Based on SPE results a personalized development plan is created for each salesperson and delivered in an individual coaching session. Department or organization-wide issues are handled in seminars or workshops.

HOW DOES IT WORK?

Each person completes an on-line test comprised of approximately 200 questions (about 30 minutes). A profile is created based on the answers – it indicates strengths and development areas and is accompanied by an individual expert evaluation. Then a coach helps each salesperson create an individual development plan in a one-to-one session.



WHY CEVEYSYSTEMS SOLUTIONS WORK?

- **Experience** – 25+ years experience with 500+ clients across industries, developing & deploying global programs for leadership development
- **Foundation** – Programs based on sound, proven psychological principles delivering pragmatic tools that can be implemented by leaders at all levels
- **Global reach** – delivery capability with local knowledge and adaptation through our extensive partner network
- **Impact and results** – by enabling leaders to bring out the best in each person for sustainable high performance