



Our Sales Talent Predictor is a comprehensive service statistically proven to measure an individual's potential to execute your market penetration strategy. It is part of our suite of analytical tools that benchmark capabilities, diagnose problems and measure results.

Sales Talent Predictor

Measure How Your Sales Team Can Grow

Statistically proven talent measurement.

Developing the right team is an essential element of executing your market penetration strategy. Sales competencies can be measured, developed and coached, and the Revenue Storm Sales Talent Predictor (STP) is a state-of-the-art psychometric tool and measurement service designed to help you hire, train and coach high performance salespeople.*

Our STP service is not a personality test. It benchmarks specific competencies related to sales performance and can differentiate and predict performance for different groups of employees with a high degree of statistical significance, validity and consistency. Based on a series of rigorous studies and real-world usage by firms across a variety of industries, we are confident that it is accurate for your specific strategy in 85 out of 100 assessments. That makes it a powerful tool for recruiting and performance management.

The Sales Talent Predictor is part of our suite of revenue performance consulting services, which have helped clients report 10% to over 100% revenue improvement.

Comprehensive competency assessment.

We strongly believe in using science rather than theoretical models to predict sales talent. We developed the STP to predict a person's competency in specific selling strategies, and we did so with a team of sales professionals and organizational psychologists who have rigorously studied what makes salespeople successful.

All business-to-business market penetration falls into four distinct sales strategies—what we call a Go-to-Market Strategy—from a price-based transactional focus up to joint market partner. Our research has isolated 27 sales competencies, such as negotiation, required for success with these strategies. By measuring a salesperson's competencies, sales problem-solving skills and traits such as persuasiveness, the STP provides objective data on current skills—and predicted potential—for each of these strategies. A salesperson may be effective in one strategy but not in others, and the STP comprehensively provides this level of detail.

* For those without sales experience, for example college recruits or employees in non-sales roles such as sales support and marketing, our Sales Talent Indicator (STI) is a shorter version of the STP that can assess raw sales potential.



STP Services		STP Features
	<ul style="list-style-type: none"> • Test. Comprehensive, user-friendly test (may be employer- or self-administered) • Documentation. User’s manual, sample output and a 20-page interpretive guide for sales management and human resource management • Report. Detailed assessment featuring: <ul style="list-style-type: none"> ○ Scores for <i>current level</i> and <i>predicted potential</i> proficiency with key competencies ○ Top five strengths and five lowest skills ○ Top five developmental gaps • Summary. Composite profile for groups with more than six team members • Management recommendations. Including recommended changes in management techniques, development plan and coaching 	<ul style="list-style-type: none"> • Flexible. For any B2B industry, product, service, size of sales force or strategy • Science-based. Based on the science of psychometrics and actual assessment data from thousands of real salespeople; no generic reports or questionable benchmark data to determine a theoretical profile • Results-focused. Drives measurable changes in behavior and performance; not a personality test • Defensible. In strict compliance with legal and professional guidelines, including federal guidelines on employee selection, recent court cases, civil rights and disabilities regulations, and principles of the American Psychological Association and others • Rapid turnaround. New hire candidate assessments in as little as 48 hours; large company rollouts within 10 business days

Invaluable insights for hiring, training, coaching.

Clients find our STP service invaluable for guiding improved team performance:

- **Accelerated Sales**
Provides a composite view of your current capabilities and a framework to provide specific, targeted and measurable training & coaching
- **Career Development**
Allows employees and their managers to identify and prioritize—accurately and objectively—personal development plan actions; allows companies to plan their training curriculum based upon identified organizational gaps and to measure results
- **Improved Selection for Hiring Candidates**
Can be used in the recruiting process to increase selection accuracy across the organization and identify the best people to align with your Go-to-Market Strategy

Stand-alone testing or comprehensive revenue performance plan.

The STP can always be used as a stand-alone assessment within a company’s existing processes. Yet it is particularly powerful in conjunction with Revenue Storm’s complete program. We work with management to identify the Go-to-Market Strategy anchoring each revenue stream. We then use the STP and other tools to align organizational and individual competencies with the strategy. This allows us to recommend process changes and develop customized training, followed by personal coaching and online resources, to close competency gaps. Finally, we track performance such as revenue growth, win rates, and deal size.

The STP is a powerful decision-making tool, when used with other techniques, to optimize sales productivity. No assessment is perfect, but the STP adds objectivity, and it maximizes the chances of building and retaining a winning team.

We bring together the science, process, and art of selling. Unleash your rainmakers.

About Revenue Storm Revenue Storm is a sales consulting firm that helps clients implement processes and disciplines to drive sustained revenue acceleration. We provide comprehensive consulting, training, coaching and rigorous analytics to help Fortune 1000 firms create demand and increase profitable, sustainable revenues by 10% to over 100%—enterprise-wide. Headquartered in Chicago, the firm accelerates revenues for its clients in 20 countries and eight languages. For more information and to experience the power of our approach, go to www.revenuestorm.com.

