

充分挖掘组织内部的销售才能

MAKE THE MOST OF THE  
SALES TALENT

WITHIN YOUR ORGANIZATION.



PI Worldwide

*People Smart. Results Driven.®*

# 您准备提升销售水平。如何实现这一目标呢？

## YOU'RE READY TO TAKE SALES TO THE NEXT LEVEL. HOW ARE YOU GOING TO GET THERE?

### 这都是有关于数字。还是？

无论您的压力源自竞争、董事会还是自我提高的简单愿望，要想实现销售业绩挑战，仅仅提高某个季度的销售额显然远远不够。持续不断地实现销售目标才是成功之道。而其中的关键便是您的员工——发掘他们的优势，找出他们需要帮助的地方，提升他们的销售技巧并鼓励他们充分发挥潜能。

这是一个简单的命题：向您的销售团队提供成功所需的知识；帮助他们最大程度的发掘自身能力。这种行之有效的卓越方式可以：


- 提升个人业绩
- 提升销售团队工作效率
- 实现可预测、可持续的销售业绩
- 帮助公司员工实现职业发展

### It's all about numbers. Or is it?

Whether that pressure you're feeling is coming from the competition, from your Board of Directors or simply from your own desire to achieve more, the answer to sales performance challenges isn't just about making the numbers this quarter. It's about hitting your sales goals consistently, time after time. And the key to that is your people discovering their strengths, finding out where they need help, improving their skills, and motivating them to perform at their full potential.

It's a straightforward proposition: Give your sales team the knowledge they need to succeed; help them develop to the best of their abilities. It's the singular most effective way to:

- *Improve individual performance*
- *Increase sales team productivity*
- *Create predictable, sustainable sales results*
- *Help your people grow professionally within your company*



准确的统计评估。完善的定向培训和培养。行之有效的管理工具可以确保知识转化为行动和销售业绩。尚未有其他公司能将实现短期和长期销售业绩提升的三大要素融为一体。

Accurate statistical assessment. Informed, targeted training and development. Proven management tools to ensure that knowledge translates into action and sales results. No other company brings together all three essential ingredients for producing both short term and lasting sales performance improvement.



## 定向评估 定向培养 定向结果

**PI Worldwide®**提供独特的服务组合，帮您衡量、管理并掌控组织的销售业绩。

我们的销售技巧评估工具（SSAT）能提供准确统计数据反映出您组织的结构，让您清楚了解当前水平——个人、团队和公司面的优势所在以及增长领域。

客户导向型销售（CFS）提供您团队实现最佳表现所需的培训。我们根据在SSAT中了解到的信息及对您特定目标的理解，制定导师指导课程或内部课程，以实现您期望中的改变。

**Predictive Index®**能向销售经理提供关于激励和行为方面的认知，以更好地支持、指导并辅导他们的员工，确保他们的新技巧可以运用到日常绩效的提升上，从而实现长期成功。

## Targeted assessment. Targeted development. Targeted results.

**PI Worldwide®** offers a unique combination of services that let you measure, manage, and take control of your organization's sales performance.

**Our Selling Skills Assessment Tool™ (SSAT)** provides accurate statistical data that mirrors your organizational structure, and lets you see exactly where you are today—individual, team and company-wide strengths and areas for growth.

**Customer-Focused Selling™ (CFS)** delivers the training your team needs to perform at the highest level. Based on the information we learn in the SSAT, together with an understanding of your specific goals, we're able to target an instructor-led or in-house program to produce the immediate improvement you're looking for.

**The Predictive Index®** provides your sales managers with the motivational and behavioral insights they need to support, guide and coach their people—and to ensure that their new skills are being applied to improve day-to-day performance, and long-term success.

## 理解 | 销售技巧评估工具

### UNDERSTAND | SELLING SKILLS ASSESSMENT TOOL™

首先从明晰您目前在哪里开始

*Start with a clear look at where you are today.*

知识就是力量，PI Worldwide®的销售技巧评估工具 (SSAT) 能够为您提供所需的特定数据，帮助您的整个团队提升销售业绩和客户互动技能。

SSAT能让您客观了解员工的优势、技巧以及亟待改善的领域。它能详细、准确地量化企业内部的销售能力并提供各种重要信息，让您能够集中力量进行销售培训活动，以便获得最大程度的效果和收入增长。

易于管理的在线调查包含25个基于情景的定向问题，能够评估对于成功的顾问式销售至关重要的五大关键技巧：

- 建立信任和信誉
- 明确客户需求
- 描述产品/服务并阐明其价值
- 有效应对拒绝并赢得销售合同
- 通过有效定位建立终生客户

Knowledge is power, and PI Worldwide®'s Selling Skills Assessment Tool™ (SSAT) gives you the specific data you need to increase the sales production and customer interaction skills of your whole team.

The SSAT gives you an objective look at your people's strengths, their skills, and specific areas that need improvement. It provides a detailed, accurate quantification of the selling abilities across your organization, vital information that allows you to focus your sales training initiative for maximum impact and maximum revenue growth.

The easy-to-administer online survey includes 25 targeted, scenario-based questions that assess the five critical skills essential to successful consultative selling:

- *Building trust and credibility*
- *Identifying client needs*
- *Presenting products/services and articulating their value*
- *Handling objections and gaining agreement for the sale*
- *Creating customers for life with effective positioning*



## 定向评估工具能够满足您的需求

Targeted assessment tool to meet your needs.

SSAT拥有多种销售定位和行业版本，旨在适应您的具体情况。该评估通过网络完成，因此无论您的销售团队位于同一地点还是分布在世界各地，都能很方便地使用。

*With multiple sales position and industry editions available, the SSAT is designed to fit your specific situation. The assessment is web-based, so it's easily accessible to your entire sales team—whether they're based in one location or dispersed around the globe.*

## 组织、群体及个人对销售效果的看法

An organizational, group and individual view of sales effectiveness.

您通过SSAT获得的统计数据将适合于您管理企业的方式。除了个人报告和对整个销售团队的全面总结之外，您还可以按照部门、地理位置、头衔或其他分组条件为依据进行评估。

*The statistical data you get from the SSAT is tailored to the way you manage your organization. In addition to individual reports and an overall summary of your entire sales team, you can evaluate by department, geography, title—or any other grouping you may choose.*

### SSAT

Selling Skills Assessment Tool

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## Take the SSAT

**New Users:**  
**SSAT REGISTRATION**

Company Login:

Company Password:

Your Email:

**Returning Users:**  
**SSAT USER LOGIN**

Your Email:

Password:

[Forgot your password?](#)

PI Worldwide is the publisher of the SSAT. Contact: SSAT@piworldwide.com.  
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Executive Summary							
Comparative Group Results							
	Open	Investigate	Present	Confirm	Position	Total # Contacts	Total Contact
<b>Atlanta</b>							
Anna Long	5.0	4.0	4.0	5.0	4.0	250	88.0%
Kelley Robinson	2.0	1.0	3.0	1.0	3.0	180	60.0%
Scott Brown	2.0	2.0	3.0	2.0	1.0	180	40.0%
<b>Chicago</b>							
Lynn Drake	4.0	4.0	4.0	5.0	3.0	180	72.0%
Donovan Ward	2.0	1.0	4.0	2.0	2.0	110	44.0%
<b>Los Angeles</b>							
Diana White	5.0	4.0	3.0	2.0	4.0	180	70.0%
Victoria Martin	3.0	3.0	4.0	3.0	4.0	170	69.0%
Mary Brown	3.0	3.0	3.0	2.0	3.0	180	64.0%
Michael Hunt	3.0	2.0	2.0	1.0	4.0	140	58.0%
Francine Rivers	3.0	3.0	3.0	3.0	3.0	200	60.0%
Jonathan Fitzgerald	5.0	4.0	3.0	2.0	4.0	280	68.0%
<b>New York</b>							
Debra King	2.0	3.0	4.0	4.0	4.0	180	70.0%
Tommy Joseph	4.0	2.0	4.0	3.0	4.0	180	70.0%
<b>San Francisco</b>							
Arnie Lynch	4.0	3.0	4.0	3.0	4.0	200	68.0%
Deanna Cox	2.0	4.0	3.0	3.0	4.0	180	64.0%
Scott Martin	4.0	3.0	3.0	3.0	4.0	210	64.0%
Alison Utman	2.0	4.0	4.0	4.0	3.0	170	68.0%
Mary Francis	3.0	3.0	4.0	2.0	2.0	180	64.0%
Eric White	2.0	3.0	4.0	3.0	2.0	180	64.0%
Maria Williams	2.0	3.0	3.0	2.0	2.0	170	68.0%
Catherine Thompson	4.0	3.0	4.0	3.0	3.0	210	64.0%
Elizabeth Gould	4.0	3.0	3.0	4.0	3.0	200	68.0%
<b>Washington DC</b>							
Stephen Armstrong	2.0	2.0	4.0	4.0	4.0	180	64.0%
<b>Mobile</b>							
Stephen Armstrong	3.0	2.0	3.0	2.0	2.0	140	68.0%
<b>Chicago</b>							
Steph	2.0	2.0	4.0	2.0	2.0	140	58.0%
<b>Los Angeles</b>							
Steph	4.0	3.0	4.0	2.0	3.0	170	70.0%
<b>New York</b>							
Steph	3.0	3.0	4.0	4.0	4.0	180	70.0%
<b>Philadelphia</b>							
Steph	4.0	2.0	4.0	3.0	4.0	180	70.0%
<b>San Francisco</b>							
Steph	3.0	3.0	4.0	3.0	3.0	180	70.0%
<b>Washington DC</b>							
Steph	2.0	2.0	3.0	4.0	3.0	180	68.0%
<b>All Participants Summary</b>							
	3.8	3.2	4.0	3.1	3.5	17.9	69.9%

## 发展 | 客户导向型销售

### DEVELOP | CUSTOMER-FOCUSED SELLING™

#### 通过定向培训提高团队技巧

*Improve your team's skills with targeted training.*

SSAT分析能让您充分了解团队的水平及需要改善的方面。员工能够通过客户导向型销售（CFS）学到所需的具体知识，从而不断提升销售业绩。

这并不是通常的“销售研讨会”。CFS通过高度互动的成人教学模式，为员工带来实现有效的咨询销售所需的关键技能，并对SSAT指出亟待改进之处加以强调。

每次培训中学到的技巧，都会立即在参与者实际面临的业务情境中得到演练。他们会认识到工具对自身的帮助，他们在接受培训后会渴望将新学到的知识在客户和潜在客户那里进行实践。

Your SSAT analysis gives you a solid understanding of where your team stands—and where they need to go. In *Customer-Focused Selling™* (CFS), they'll get the specific knowledge they need to consistently achieve better sales results.

This is not your typical “sales seminar.” In a highly interactive, adult learning format, CFS provides all the core competencies needed for effective consultative selling—with special emphasis on the particular areas shown by the SSAT to need improvement.

It's training uniquely designed to be used every day, not memorized. For every skill taught, there's an immediate application to a real-world business situation the participants are facing. They can see the power of the tools for themselves, and they come away from the program enthusiastic and ready to apply the new learning to their own customers and prospects.



#### 深入了解更多知识。

为了更好地了解销售组织的日常工作以及团队的具体发展需求，我们会经常通过额外的客户定制调研对SSAT宝贵的统计数据补充。

#### Drilling down to learn more.

*In order to gain a better understanding of the day-to-day workings of your sales organization, and to learn more about your team's specific development needs, we often supplement the SSAT's valuable statistical data with additional customized research.*

## 智慧销售

客户导向型销售是一种将客户需求置于首位的咨询式销售流程。这是一种基于解决方案的销售方式，销售代表会和买家在充满信任和双向沟通的氛围中积极合作并解决问题。这种方式的优点无可置疑，其突出成果一目了然：

- 提升销量
- 更有效地利用销售时间
- 提高成交率
- 更有效的销售管理流程
- 提升交叉销售数量
- 提升回头客和转介业务
- 从竞争中脱颖而出

## Selling Smarter

*Customer-Focused Selling™* is a consultative sales process that puts the needs of the customer first. It's a solution based approach, in which the sales representative actively works with the buyer to solve problems in an atmosphere of earned trust and two-way communication. The benefits are well-documented and the outcomes are clear:

- Increased sales volume
- Improved close ratio
- More efficient and productive use of selling time
- More effective sales management process
- Larger cross-selling volume
- Increased repeat and referral business
- Better differentiation from the competition

## 领导 | PREDICTIVE INDEX® LEAD | THE PREDICTIVE INDEX®

激励你的团队，将知识转化为行动和结果

*Motivate your team to turn knowledge into action—and results.*

这是销售管理中最棘手的问题之一：如何缩小知与行之间的距离？如何让您的销售团队学以致用？为什么有些人能迅速实现“灵活运用”……有些人则需要花费更长的时间方学以致用？

答案往往取决于驱动工作环境中行为的个人动机。

通过一种叫做**Predictive Index® (PI®)**的有效流程，销售主管能够确认团队成员的自然动机——当然，每个人都是不同的。**PI®**能帮助员工和经理更好地了解这些因素是怎样对日常绩效产生影响的，并进行相应的管理。

主管可以利用这些“深入知识”和员工一起努力，在销售组织的各个层面提高新学的销售技巧的应用效果，从而提升整体销售效率和工作效率。

It's one of sales management's toughest issues: How do you bridge the gap between knowing and doing? How do you get your sales team to apply what they learn? Why is it that some people seem to “get it” right away...while others take much longer to turn learning into action?

The answer often hinges on the individual motivations that drive workplace behavior.

Using a proven process known as the *Predictive Index® (PI®)*, sales leadership can identify the natural motivations of their team members—different, of course, for each individual. *PI®* helps employees and managers better understand how these factors impact day-to-day performance, and manage accordingly.

Managers can use this “inside knowledge” to work with their people to improve the application of newly-learned selling skills across all levels of the sales organization—and to enhance overall sales effectiveness and productivity.

**Predictive Index®**是一种行之有效的管理工具，能让您清楚地了解激励员工工作的因素，帮您激励他们更好地工作。让您的销售领导团队能够把握每个团队成员独特的激励需求和动力，并确定个人及团队提升的方向。

The *Predictive Index®* is a proven management tool that offers a fresh understanding of what makes people work, and helps you motivate them to work better. It enables your sales leadership team to harness the unique motivating needs and drives of your individual team members, and chart a course for personal and team improvement.



您是否已经做好准备，  
提升公司的销售业绩和工作效率？

## ARE YOU READY TO IMPROVE YOUR COMPANY'S SALES PERFORMANCE AND PRODUCTIVITY?

我们愿意助您一臂之力。有关销售技巧评估工具、客户导向型销售、*Predictive Index*®及我们的其他商业解决方案的更多信息，请致电本公司或者访问我们的网站。

We'd like to help. For more information about the *Selling Skills Assessment Tool*™, *Customer-Focused Selling*™, the *Predictive Index*®, or any of our other business solutions, please give us a call or visit us on the Web.

*PI Worldwide*®是一家全球性管理咨询机构，通过关注企业最重要的资产——员工，帮助企业获得更大成功。  
*PI Worldwide*® is a global management consulting organization that helps companies be more successful by focusing on their most important asset—their people.



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