

# USSA Reseller Opportunity





## The brains & brawn behind the USSA

**SalesAssessment.com** is the recognised global leader in online sales talent assessments. Research into our assessments started in 2000 with our first assessments being released to the market in 2008. Since that time, SalesAssessment.com has established a world-wide reputation as the leader in reliable, externally benchmarked, online sales talent assessments; and has worked with clients in over 60 countries and in 8 languages.



SalesAssessment.com's research and white papers are regularly published in high quality sales and business related news sources and journals, most recently in The Times (of London), and in the ATD (formally ASTD) sales journal amongst others. Our e-commerce skills assessment offering is a more recent addition to the product line having been released at the end of 2013 after 3 years of rigorous development and testing. It is this product line that underpins the reliability and performance of The USSA.

**Sales Initiative** (Si) is the UK's leading community for sales professionals with a network in excess of 44,000 sales managers and directors. Established in 2012, it is part of the larger organisation, Rapid News Communications Group (est 1992) and has a large team of editors, designers, marketeers, and event organisers at its disposal. Si appeals to anyone in sales, but particularly those individuals who are interested in developing their skill-set and aspire to do better.



# The proposition

You are invited to join the fastest growing network of online sales skills assessment users. The USSA licensee service is the ultimate online productivity tool for employers, recruiters and sales training companies. The immediate benefits include:

- **offering extreme time savings in preliminary candidate screening**
- **a uniform standard for sales talent assessment**
- **consistent skills measurement**
- **accurate and lower risk personnel selection**
- **huge expense reduction from mis-hires**

In short, the USSA cuts through the 'claims to be able to...' and reveals the candidates who really can make a difference to a business.

Once subscribed, your client will have complete control over how many assessments they use and when they are deployed. It is economical, accurate, and offers great potential for continual repeat business year after year.

## Prime targets for the USSA are:

### OUTSOURCING COMPANIES

Speedy, consistent and efficient recruitment procedures and better client outcomes

### RECRUITMENT PROFESSIONALS

Huge increase in productivity and more durable personnel placements

### EMPLOYERS

Automates continual staff development and localise sales training precisely where required. Dramatically improves recruitment efficiency

### SALES TRAINING PROVIDERS

Provides a scientific and transparent jump-off point for effective and personalised training together with an uncontested measure for improvement. A great additional service for new and existing clients.

In a recent interview with  
SalesAssessment.com,

**Rafe VanDenBerg,**  
**SellingBrew's Editor-in-Chief,**

wrote...



*Now correct me if I'm wrong, but it seems to me that the ability to understand customer needs is as fundamental to a salesperson as the ability to see is to a cab driver. And, am I wrong in thinking that awareness of the competitive set is as a fundamental to a salesperson as awareness of the menu is to a waiter?*

*Seriously... how can you even get a job as a salesperson if you don't possess these basic selling skills?*

*Of course, we all know the answer. The unfortunate reality is that most salespeople are still being hired based largely on intuition, gut-feel, and first impressions.*

*We check the candidate's resume to see if they've worked in a similar industry. We check their online profile to see if they have some customer recommendations. Next, we run them through a series of interviews with other team members to see if they're likeable and quick on their feet.*

*And a year from now... after dozens of opportunities have come and gone... their performance in the field will tell us about their selling skills.*

*That's an extremely expensive way to evaluate selling skills, isn't it? And it's a completely unnecessary risk in today's internet-enabled world."*



**RAFEVANDENBERG,**  
SellingBrew's Editor-in-Chief,  
is a veteran of B2B sales,  
marketing and pricing. With  
over 20 years of experience

he's been a practitioner for Fortune 500 manufacturers and distributors, a successful independent consultant and author, as well as a technology innovator.





## Which industries can you, as a reseller, address?

Pretty much any sector with a sales department, customer contact team, call centre, or point of sales staff incentivised to up-sell or demonstrate products and services.

The USSA currently comprises the Core Skills assessment which is aimed at the essential sales skills platform. The 5 individual modules (described in the panel) take a candidate from sales preparation to close. Licensees can select the appropriate segments for each class of candidate.

Recruitment agencies are using the USSA to pre-screen candidates. This reassures their clients of thorough vetting procedures and gives immediate skills transparency. Some sales training organisations offer the USSA as a free introductory service prior to engagement, whilst outsource sales teams and call centre providers use the USSA to boost productivity and maximise sales conversion for their clients.

All retail and call centre organisations are ideal prospects for you. The more sales people they employ, the greater the benefits the USSA holds. Remember, the USSA assesses 'skills'. Any gaps are immediately visible and can be addressed instantly. The USSA really is a 'sales performance tool' that directly impacts the bottom line.



**CUSTOMER CONTACT SKILLS** cover the essential preliminary steps in creating a comfortable professional relationship and then generating an initial interest in your application, product or service.



**CUSTOMER ENGAGEMENT SKILLS** are required to effectively engage the customer in constructive conversation and to start the process of qualification. The objective is to gain an accurate understanding of the customer's requirements.



**NEGOTIATION & CLOSING SKILLS** establish the specific value to the customer of the relevant benefits. Successful closing of the deal then follows. This process will often involve simple financial metrics which define and illuminate the value proposition.



**INFORMATION & ACTIVITY MANAGEMENT SKILLS** are the necessary platform for working effectively and efficiently, with disciplined planning and reporting. These skills facilitate and motivate the achievement of goals and targets.



**BUSINESS SKILLS** establish personal and company credibility so that the customer respects you and takes your sales proposition seriously and your future relationship seriously.

# How does it work?

Once signed up, the USSA will build your client their own landing page on our server and issue them with their unique page on, <http://www.UniversalSalesSkills.com/Login/>. The client then purchases a specific number of credits starting from the Starter Pack of 15 Core Skills assessments upwards.



1

Licensee manager logs in and can assign other members of staff as “admin users” or just “users.” Once logged in each user can see how many credits are remaining so will always be prepared for upcoming projects.



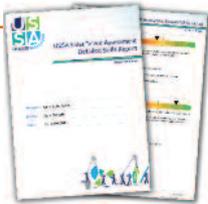
2

Users can now view the various assessment modules available, from single to all five (Core Skills) and select which ones they wish to run.



3

Users then simply load the email addresses of the candidates they wish to have sit an assessment by either typing in the individuals or loading a cv for speed. They can choose when the candidates receive their assessment invitation and, most importantly, who receives each individual's reports.



4

Within one hour of the assessment the reports are delivered to the manager. Team Dashboards (heat maps) of team performance are available too for groups of between 3 to 25 people.

# Prices

**By helping your client to become a licensee user you will enable them to access Core Skills sets for as little as £29.93, saving them £19.82 from the standard rate!**

Each USSA module equals one “credit”, so running the full Core Skills Set uses 5 credits.

Adding a “Team Dashboard” costs an extra 5 credits and allows the client to compare a team’s group strengths and weaknesses.

You have three levels of 'credit bundles' to sell:

<b>T1</b>	50 Core Skills Sets (250 credits)	£7.90 per credit
<b>T2</b>	51 to 250 (255-1,250 credits)	£7.25 per credit
<b>T3</b>	251 plus (1,255 or more credits)	£6.65 per credit

## Branding Option

Your client can opt to personalise the assessment landing pages (where the assessment is sat by each candidate) and personalise the actual reports received with their logo and corporate colours. There is a one-off setup and build fee of £1,750 to do this.

## Marketing Partner Discount

If your client markets their use of the USSA to their clients (logo on website and literature as a “User of the USSA”) we will discount the above rates by 10%. Discount applies to the credits not the setup fee.

Topup and payments can be taken over the phone, access is fast and simple. Full training is included. There are no geographic boundaries to your reseller agreement and once you introduce a new client, with a signed agreement, you can continue to earn from their activity whilst they remain active.



CUSTOMER CONTACT SKILLS



= 1 CREDIT

CUSTOMER ENGAGEMENT SKILLS



= 1 CREDIT

NEGOTIATION AND CLOSING



= 1 CREDIT

INFORMATION AND ACTIVITY MANAGEMENT



= 1 CREDIT

BUSINESS SKILLS



= 1 CREDIT

CORE SKILLS SET (ALL 5 MODULES)



= 5 CREDITS

## Earnings potential

**The USSA rewards its resellers with a 20% commission (excluding initial setup costs) on all sales made through third parties, including both Licensee and End User channels. Licensees are defined as high volume end users, or integrators. Licensees are differentiated from Resellers in that they (Licensees) do not resell the USSA as a stand-alone offering. A reseller however, cannot be their own Licensee.**

So, for example, if “*Call Centre Personnel, Inc*” wished to purchase 500 Core Skills they would need to buy 2500 credits. This would be sold at the T3 level of £6.65, the total sale would be £16,625 and your earnings would be £3,325.

You may sell in GBP, USD, or Euros. Sales Initiative invoice the client direct and will pay you your commission once the invoice has been settled. Ratecards are published twice per year in order to reflect exchange rate movements, we will email you updates as released.

Once an account has been assigned to you it will remain your property indefinitely. However, please note that the USSA reserve the right to detach any account that has remained dormant for more than 12 months. Please also note that an ‘account’ will refer to one single billing address and does not automatically assume that other regional offices or subsidiaries of your client will automatically fall under your management unless individual introductions can be demonstrated. Please refer to the full set of reseller T’s & C’s.

For really high volume users there is the option to opt your client into monthly 'band width' that will cater for hundreds of assessments each month. Please contact us for an individual quote and terms.



## Reseller reports

- As a reseller you will have a unique login code to help keep track of all accounts assigned to you.
- View client activity, all purchases, and most importantly the commission due!
- Every time a purchase is made by a client you will receive an alert email that details who bought what, how much, and what your commission will be.



[www.UniversalSalesSkillsAudit.com](http://www.UniversalSalesSkillsAudit.com)

Universal Sales Skills Audit

Tel: 01244 680 222

e: [sales@universalsaleskillsaudit.com](mailto:sales@universalsaleskillsaudit.com)

Carlton House, Chester Business Park, Sandpiper Way, Chester, CH4 9QE, UK