

SSA  
SALES SKILLS AUDIT  
LIMITED

SSA Reseller Opportunity



## Who are we?

We are the exclusive sales assessment tool approved by the global sales qualification accrediting body, the ISM. Our assessments are the only ones built on peer reviewed UK Government National Occupational Standards for Sales. This means they work and are fully valid.

SSA sales assessment modules allow managers and employers to quickly (30 minutes) and accurately monitor essential selling skills and thereby manage sales performance.

SSA sales assessment tools will:

- Improve sales performance
- Manage sales skills across national and international teams
- Benchmark executives against 34,000+ sales executives from around the world
- Take the guesswork out of hiring sales executives
- Target sales training in specific areas for sales uplift
- Increase profit with enhanced customer contact and sales



# The proposition

You are invited to join the fastest growing network of online sales skills assessment users. The SSA 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-hiring sales executives**

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

Once subscribed, any client you introduce 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. Every time they buy SSA credits you will earn commission.

## Prime targets for the SSA are:

### OUTSOURCING COMPANIES

Speedy, consistent and efficient recruitment procedures and better client outcomes

### RECRUITMENT PROFESSIONALS

Huge increase in productivity and more durable personnel placements

### ANY CORPORATION WITH A SALES FORCE

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.

Our most popular sales assessment is our **Core Skills**, 54 essential selling skills in less than 30 minutes (all 5 modules shown to the right in one package). These skills are industry generic so apply to anyone with the word 'Sales' in their job title. Over 34,000 have already been sold worldwide (16 languages).

Recruitment agencies are using the SSA to pre-screen candidates. This reassures their clients of thorough vetting procedures and gives immediate skills transparency. Many sales training organisations offer the SSA as a introductory service prior to engagement, whilst outsource sales teams and call centre providers use the SSA 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 SSA holds.

Remember, the SSA assesses 'sales skills'. Any gaps are immediately visible and can be addressed instantly for a rapid sales uplift. We even have our own e-learning modules for each of the sales skills addressed so users can assign individual members of their team to a personalised sales development programme.



**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?

You introduce a new user to us and they open their own account direct on <https://www.salestrainingaudit.com/register>. We thank them with a gift of 10 free credits, enough to trial two full Core Skills assessments. Thereafter, every time they buy more credits you earn commission, tracked via your own account online.



1

Users simply log in to their account. Large users can have several members using the same account at the same time.



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 csv for speed. They can choose from 16 languages, remind candidates with prompt emails, and move executives into different teams for further analysis.



4

All individual and teams reports automatically appear in the account as candidates complete the assessments. Managers can read any report in any one of the 16 languages available, regardless of which language the assessment was sat in. Our Comparator tool will allow large corporates to compare offices and countries against one another.

## Prices

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

All other reports, Team Reports, The Comparator, are free of charge. The only further cost for your client would be the use of our e-learning modules should they decide to progress to our in-house sales training (optional) at 4 credits per module.

Your clients receive discounts the more they purchase:

Up to 250 credits - £19.90 each

251 to 1,250 credits - £17.95 each

1251 + credits - £16.95 each

### 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.

### Recruitment Genie

For large employers we have the Recruitment Genie tool which allows recruiters to channel all job applicants via our Core Skills assessment. Recruitment Genie then organises all candidates in sales skills order, allowing the employer to focus on the most highly skills applicants first.

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 SSA rewards its resellers with a 20% commission on all purchases made from a user they introduce. Once that new user has opened their account it will be tagged to your reseller portal so that you can monitor activity (only credit purchases no personnel data).**

So, for example, if “*Call Centre Personnel, Inc*” wished to purchase 260 Core Skills they would need to buy 1300 credits. This would be sold at the discount level of £16.95, the total sale would be £22,035 and your earnings would be £4,407.

Users can purchase via credit card online or using PO number and invoice. Once invoices are settled their account is credited and your reseller portal updated. With online payments the credits and commission updates are immediate.

Once an account has been assigned to you it will remain your property indefinitely. However, please note that the SSA 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.

Commission is remitted on a monthly basis at the end of each month.

**Interested?** We have a single page reseller agreement for you to sign and then you are away.  
Email: [Sales@SalesSkillsAudit.com](mailto:Sales@SalesSkillsAudit.com) to request your application and open a regular account at [www.SalesSkillsAudit.com/register](http://www.SalesSkillsAudit.com/register) so that you can monitor your earnings (your Reseller portal appears once your first introduction is made).

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## Reseller reports

- As a reseller you will have a regular SSA account and your own log-in.
- 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.

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

Sales Skills Audit Ltd

Tel: +44 (0) 333 242 3751

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

Festival House, 39 Oxford Road, Newbury, Berkshire RG14 1JG UK