



## Global 4000 Sales Assessment Results

### Many Transportation and Logistics Sales Professionals are Good Leaders, But Lack a Plan for Developing their Skills

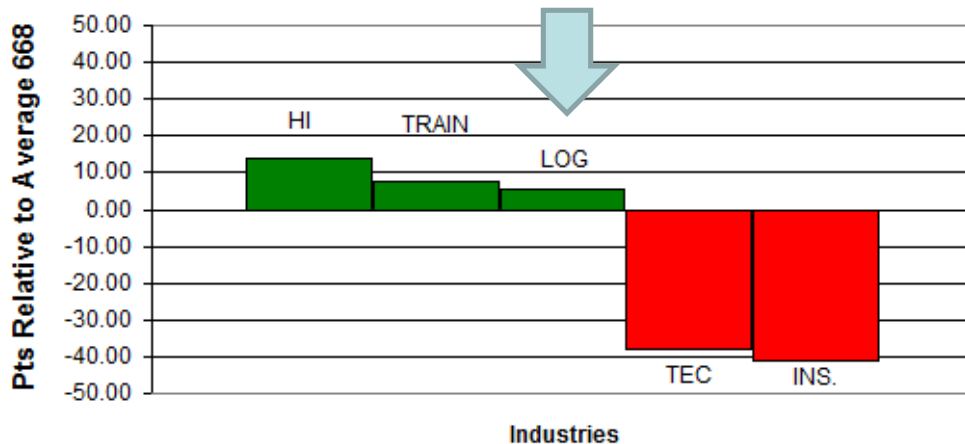
In a recent analysis completed on August 31, 2014, CMI Assessments found sales survey results differed dramatically among the five primary industries assessed and reviewed.

These previously unreleased findings were synthesized from among 4,000+ randomly selected Sales and Leadership Efficacy Surveys (S.A.L.E.S.) conducted globally by CMI Assessments over the past five years.

The industry-specific results were deemed significant in that they reveal a substantial variation in the go-to-market approach taken by sales professionals in key industry segments. The industries represented in this Global 4000 analysis included:

- 1) *Technology sales*      2) *Insurance sales*      3) *Training and Development sales*
- 4) *Logistics sales*        5) *Home Improvement sales*

**Industries Above Vs. Below Average**



LOG = Logistics Sales Pros

# What else did the study uncover?

Three Crucial Insights:

**1) Logistics sales professionals capitalize on “change” as an opportunity for engaging their prospects. They also tend to provide a vision for what is possible.**

Logistics sales professionals (while detail-oriented in many companies) scored above average in terms of discussing trends, big picture concepts, and demonstrating leadership skills. They also work harder at instilling trust and helping clients reach their goals than many other industry sales professionals.

C H A R A C T E R I S T I C S	CMI ASSESSMENTS		Home Improvement	Training	Logistics	Technology	Insurance	Engineering	Management	Global 4000 Average	Legend	
	1	Conceptual Thinking	Green	Green	Yellow	Yellow	Red	Green	Red		Yellow	High Medium Low
	2	Sales Skills	Yellow	Green	Green	Red	Red	Yellow	Yellow			
	3	Perspective on Change	Green	Yellow	Green	Red	Red	Yellow	Yellow			
	4	Self-Image	Green	Green	Yellow	Yellow	Red	Red	Yellow			
	5	Self-Improvement	Green	Green	Yellow	Red	Red	Yellow	Yellow			
	6	Achieving Goals	Green	Green	Green	Red	Red	Yellow	Yellow			
	7	Courage	Green	Yellow	Green	Red	Yellow	Yellow	Red			
	8	Integrity	Yellow	Yellow	Green	Red	Yellow	Green	Red			
	9	Judgment	Green	Green	Yellow	Red	Red	Yellow	Yellow			
	10	Intellectual Stimulation	Green	Green	Yellow	Red	Red	Yellow	Yellow			
	11	Charisma	Yellow	Green	Green	Red	Yellow	Yellow	Red			
	12	Flexibility	Red	Green	Green	Red	Yellow	Yellow	Yellow			
	13	Individual Consideration	Yellow	Green	Green	Red	Yellow	Yellow	Red			
	14	Respect for Others	Yellow	Green	Green	Red	Red	Yellow	Yellow			
	15	Dependability	Yellow	Green	Green	Red	Red	Yellow	Yellow			
16	Communication Skills	Green	Green	Yellow	Yellow	Red	Red	Yellow			Sample Size 4,000	

**GREEN = Strength**

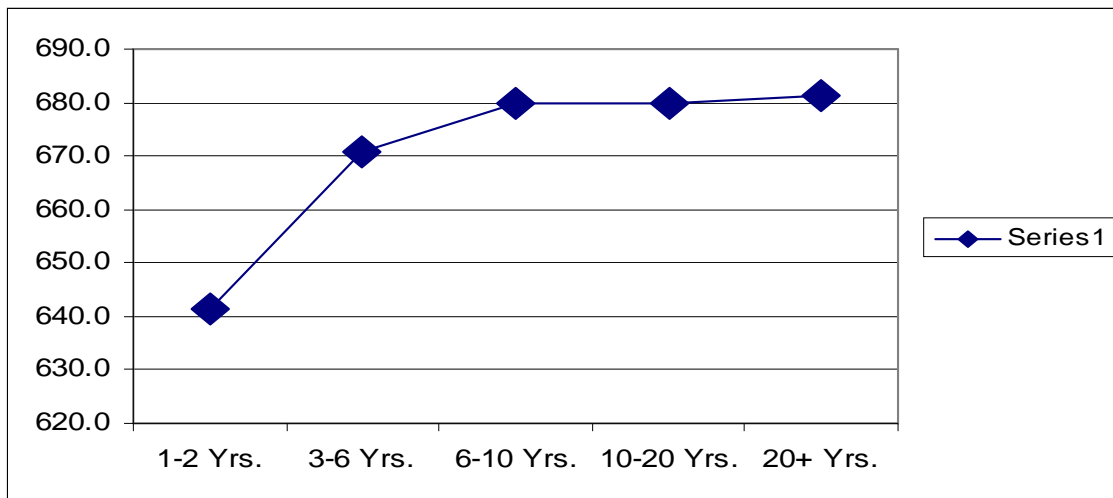
**YELLOW = Caution**

**RED = Concern**

**2) Logistics sales professionals tend to show limited development beyond the sixth year of their tenure. Consequently, there is significant value in putting together a fast-start training program for young rookies. The ROI can be significant.**

In general, logistics sales professionals do not appear to focus enough attention on an ongoing, disciplined approach to self-improvement. While they see their customers dealing with rapid change in their work environment, the study suggests that these same professionals do not spend enough time on their own professional development - especially after year six.

## How Important is Sales Experience in Determining Performance?



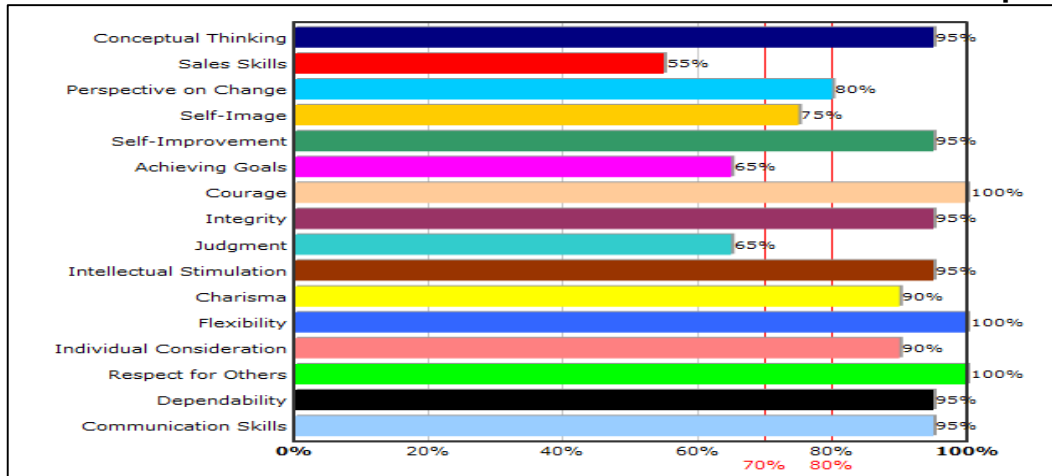
<u>1-2 Yrs.</u>	<u>3-6 Yrs.</u>	<u>6-10 Yrs.</u>	<u>10-20 Yrs.</u>	<u>20+ Yrs.</u>
641.2	670.8	679.8	680.0	681.4

Sample Size 3,524

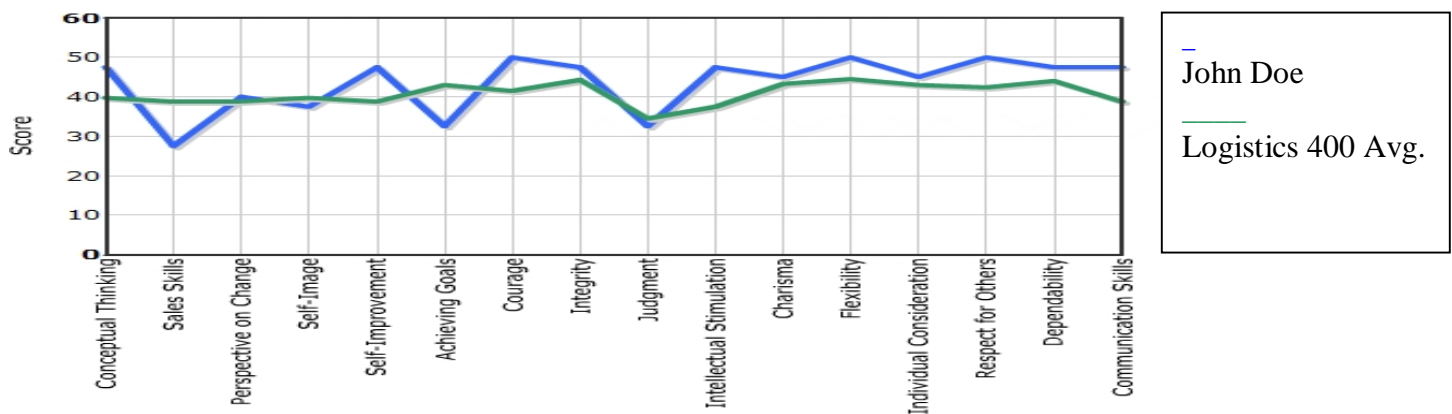
# Are you sure you're hiring the best of the best?

## Three questions to ask your assessment provider:


### 1. How did our candidate score in the 16 essential sales/leadership categories?



### 2. How did our candidate score versus the CMI Logistics 400 Average?



### 3. What questions should we ask based on John Doe's responses and what is the rationale for each of the recommended questions?



**S.A.L.E.S.**  
THE SALES AND LEADERSHIP EFFICACY SURVEY

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**Don't Forget to Ask...**  
**Anthony Dawson**  
September 22, 2014

Questions to probe potential weaknesses demonstrated in his/her responses:

- 1) **Please share examples of two new tools you've discovered and how you use them for prospecting.**  
Great sales professionals do not rely entirely on their company for prospecting support. They constantly develop their own tools to support their success.
- 2) **Please provide three examples of situations when your list of questions made the difference in the outcome of a sales call.**  
Look for sales professionals who consistently work from a list of prepared questions on every sales call.
- 3) **What are three significant achievements you've accomplished over the past twelve months?**  
Beware of sales professionals who have difficulty coming up with tangible results they have generated recently.
- 4) **Please share three resources you find extremely helpful in prospecting and explain how you've used them.**  
Effective resource utilization is a primary indicator of a high-performance sales professional in our current environment.
- 5) **How do you determine where you have a strategic advantage over your competition?**  
This should be an excellent opportunity to determine if the sales professional asks enough questions on a sales call. Each response should be grounded in his/her undisputable knowledge of the prospect, not simply a statement of a feature.

For More Info Contact: [GetResults@CMINetwork.com](mailto:GetResults@CMINetwork.com)