

e-Appraisal

Sales application - How do you know if you are doing a good job or not?

It has been said that one of the greatest gifts that anyone can receive is the view of themselves as others see them. This is exactly what Coach in the Corners' Performance Appraisal does.

It provides each participant the opportunity to consider performance across several categories and to rate their:

- behaviour
- experience
- ability
- skill
- knowledge in a constructive environment.

Feedback is anonymous, and yet the value is retained and integrated to present a holistic picture to the appraisee.

One example and case study of how our e-Appraisal improved business sales performance

- A company employed 65 people, including 6 Middle Managers and a General Manager; their annual turnover was R 27 million.
- Business was good and the staff were performing well, however, management felt there was room for improvement.
- In order to help the business Mentors believed that specific people required feedback and that by engaging in an interactive process, performance would be uplifted.
- The Performance Appraisals were conducted in a positive and involved environment.

Read on to see how

Mentor's e-tools

succeeded to:

- improve
- grow and
- rejuvenate this business

Use one or more of our e-tools to: increase, rejuvenate and grow your business

Step 1 Who?

Based on the results of the sales teams performance; the team and their managers wanted an objective view of their performance and their future focuses.

Since new business had been identified as a priority for the company, appraising the sales team was a step toward boosting their top line performance.

Step 2 What?

Mentors chatted to the members of the sales team and managers to identify areas for the appraisal. The appraisal was designed in two segments,

- the first was tailored to the individual in order to highlight existing and potential strengths and competencies for development.
- The second tranche of the appraisal consisted of generic sales skills and functions. It was decided to keep a portion of the appraisal generic so that the results of each sales person could then be compared with one another. The generic sales skills would then be the sales competencies against which all sales people in the organization would be measured.

The second appraisal was an observation exercise with each member of the sales team. The sales representatives had targets and measurements of their performance, however, they never received feedback on their selling skills and there was no effort to improve their habits and skills in order to increase their conversion ratios of appointments to sales.

Step 3 How?

- The sales people were appraised by means of observation.
- A Mentors representative accompanied the sales representative on a sales call to a real prospect.
- Mentors observed the sales representative and then rated him or her electronically according to the 7 areas of the sales presentation.
- The manager then appraised him or herself and the two scores were presented to the sales person for analysis and discussion.



Results

1. The sales people participated fully in the appraisal process.
2. The Sales Reps found the appraisal process to be incredibly enlightening.
3. The appraisal was repeated on a quarterly basis; sales people compared their results to their previous development and growth areas.
4. They now received the feedback required to develop themselves and improve their top lines.
5. Most of the sales people spent a lot of time analyzing their feedback and working on the identified areas to improve their presentation.
6. The sales figures improved after about 3 months; each sales person was able to increase their closing ratio; the team increased the company's top line by 27% in 1 year.



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