

BUILD SALES TEAM CAPABILITY TO ACCELERATE REVENUE GROWTH

Fact Sheet

KORN FERRY DIGITAL

Only 16% of organizations believe that they have the sales talent needed to succeed in the future¹. How confident are you?

Buyers expect more from sellers than ever before. World-class organizations realize this, with 90% having ongoing development embedded into their sales culture compared with just 38% of organizations overall².

OUR SOLUTION

Diagnose and close sales skills gaps, at scale.

We help you upgrade the capability of your sales teams and ensure that new approaches are executed over the long-term – across manager and team member roles, from account management, business development to sales support.

The solution starts with Korn Ferry Success Profiles. Leveraging decades of job analysis and research, they describe the behaviors, traits and drivers that deliver stellar sales performance.

Our assessments measure exactly how your sales talent stacks up against these profiles; gain an accurate and data-driven view of your people, and their specific development areas.

Assessment results are fully integrated into a learning journey for the individual which combines world-class development content, a self-directed ongoing learning path, plus coaching and reinforcement to drive lasting mindset and behavior change.

All elements of the solution are delivered in an interconnected way, via one platform, for an engaging user experience and an easy and efficient way to roll out across the organization.

BENEFITS

- Improve sales effectiveness and performance through the development and sustained adoption of skills and competencies for success.
- Stop over-relying on top performers plus quickly identify and act on under-performers.
- Drive sales transformation across the breadth and depth of the organization, not just in pockets.
- Enhance the ROI on salesperson development activities through more personalized learning journeys and ongoing reinforcement.
- Reduce attrition and drive employee engagement over the long-term.
- Embed ongoing learning and continuous improvement into your sales culture.

INTEGRATED ASSESSMENT, DEVELOPMENT, AND COACHING DELIVERED DIGITALLY, AT SCALE



Define desired sales behaviors via Korn Ferry Success Profiles



Assess gap between current and desired behaviors



Provide development and feedback to close behavior gaps



Provide individuals with ongoing coaching and reinforcement

ANCHORED IN RESEARCH-BASED SUCCESS PROFILES

These define the competencies, traits, and drivers for over 25 key sales roles, refining exactly what success looks like. They provide a benchmark standard to measure your talent against and enable you to coach and develop individuals to this standard.

LEVERAGE WORLD-LEADING KORN FERRY ASSESSMENTS

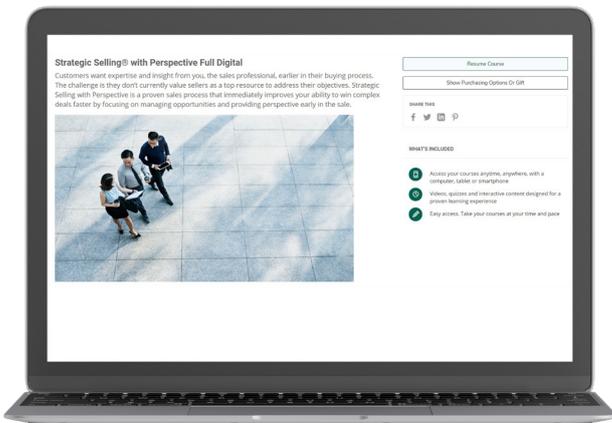
These measure the specific combination of capabilities outlined in the sales Success Profiles and provide the data to build a tailored learning journey for the individual, focused precisely on the individual skills gaps and learning needs identified in the assessment.

MAKE LEARNING STICK WITH PERSONALIZED JOURNEYS

Learning focuses on the suite of Miller Heiman Group® industry-leading methodology courseware from call management, call execution, opportunity management to account management. Development includes coaching and is ongoing, increasing the likelihood of a commitment to changed behavior and performance.

BUILT FROM THE PERSPECTIVE OF THE EMPLOYEE

The easy-to-use platform and interconnected components of the solution, coupled with the personalized nature of the journeys and the self-guided learning, provide a leading-edge employee experience to drive higher levels of engagement.



About Korn Ferry

Korn Ferry is a global organizational consulting firm. We work with organizations to design their organizational structures, roles, and responsibilities. We help them hire the right people and advise them on how to reward, develop, and motivate their workforce. And, we help professionals navigate and advance their careers.