

# Hire Top Performers, Convert More Leads and Maximize Revenue

Sales professionals are at the heart of organizations, and their roles have the unique power of positively impacting the top-line growth of a business. This makes hiring and training the best sales talent with the right skill set the key to a thriving and prosperous organization. The Sales Aptitude Profile™ (Sales AP™) enables users to identify critical skills in candidates, as well as gaps and development opportunities for current employees in sales roles.



**85% of high-performing salespeople are confident in their knowledge of their customers' and prospects' business needs, compared to only 57% of under-performers.<sup>1</sup>**

## Why Sales AP™?

Employee turnover in sales can be a significant drain on your resources due to reduced revenue generation and decreased trust from customers. The Sales AP™ is designed to help you hire, develop and engage high-performing sales talent, so you can make your sales "Dream Team" a reality.

**78%**

**The percent of business buyers who say they seek trusted advisors — not just salespeople — that add value to their business.<sup>1</sup>**

## Interview Guide

Take the stress out of hiring



Highlight candidate strengths and weaknesses  
Understand how the candidate might behave on the job based on their scores  
Structured interview questions and specific rating scales for each competency

## Development Report

Engage, develop & grow



Highlight employee strengths and weaknesses  
Strategies and advice for developing each competency  
A complete structure for creating an action plan for development



## Sales AP™ Quick Start Resources

Beyond assessment, there are additional resources included that will enable you to incorporate the Sales AP™ into your hiring, retention and development processes quickly and easily.

### User Guide



Simplified and easy-to-use, this guide can be accessed anytime, to help you administer, interpret and use the Sales AP™ to its highest potential.

### E-learning Modules



Self-paced, virtual training modules allow you to get certified anywhere, anytime.

### Technical Manual



Learn about the science behind the assessment, with key insights on the tool's reliability and validity. A great resource to get buy-in from senior leadership.

### Expert Consultation



Our team of expert Talent Solutions Consultants can help you develop strategies for deployment and find additional tools to strengthen your hiring, retention and development processes.

**“Top sales achievers have a unique ability to cope with difficulty, to negotiate obstacles, to optimize performance in the face of adversity. They take rejection as a personal challenge to succeed with the next customer.”**

— Jim Steele, president and chief revenue officer, InsideSales.com.<sup>2</sup>

<b>Certification</b>	Access to E-Learning modules, resources and online Talent Assessment Portal (TAP) + Tokens to generate first report	One time purchase required for use
<b>Interview Guide</b>	Generate this report type through your TAP account online	Purchase per report
<b>Development Report</b>	Generate this report type through your TAP account online	Purchase per report

## Ready to take the next step with the Sales AP™ in your organization?



**Talk to a Talent Solutions Consultant**  
Visit: <https://mhs.com/talent-assessments/#consultants>



**Get Certified**  
Call: 1-800-456-3003  
Email: [customerservice@mhs.com](mailto:customerservice@mhs.com)

