



## UPtick™ Sales Selection and Hiring Solutions

*A bad Sales hire can be costly, taking up to two years to replace and recover. When McKinsey asked 1013 companies if they had the right Sales talent for future growth, only 42% said they did. Selleration can help identify world class Sales talent and enable you to make the right hire the first time.*

### Pick the right 60%

CSO Insights reports only 60% of sales people, on average, achieve quota on an annual basis. No Manager wants to add talent that will fall short on quota attainment, or lack the skills to make a serious contribution to your revenue targets. It is your challenge to pick the right 60%!

### Data-driven Sales Talent Evaluation

Selleration offers a data-driven method for you to identify and hire the best possible fit for your Sales teams:

- Leverage and assess proven psychological selling attributes
- Measure the judgment, sales skills and cognitive behaviors most likely to contribute to your top line.

Sales professionals can take UPtick assessments via mobile devices, tablets or laptops.

### Measuring the Selling Judgment of your Recruits

Selleration offers the ability to measure “Selling Judgment”, or how your candidates apply their sales skills in conversations with customers or prospects via automated, scalable 3D role-play simulations.

### CUSTOMER PROBLEM

*40% of sales hires will be poor choices, resulting in:*

- Lost opportunity / revenues
- Management support required to train and oversee bad hire
- Hard dollars lost in salary/benefits

### SOLUTION

*UPtick for Hiring let's you:*

- Rapidly assess 13 behavioral attributes that predict Sales success
- Learn cognitive capabilities in minutes
- Predict quota attainment capabilities
- Evaluate judgment in selling situations

### BENEFITS

*Takes the guess-work out of hiring Sales Reps:*

- Dramatically improve quality of Sales Hires and **generate more revenue** by making the entire team productive
- Scientifically predict individual's ability to make quota which **decreases Time to Revenue**
- Consistent scoring of candidates across geographies and business units **enables you to compare and pick the best**

We assess your candidates and score six areas where Sales judgment would be critical:

- Sales Foundational skills / creating rapport
- Prospecting
- Discovery – Needs Analysis
- Presenting skills
- Objection Management
- Closing or Negotiating

## Predict Quota Attainment

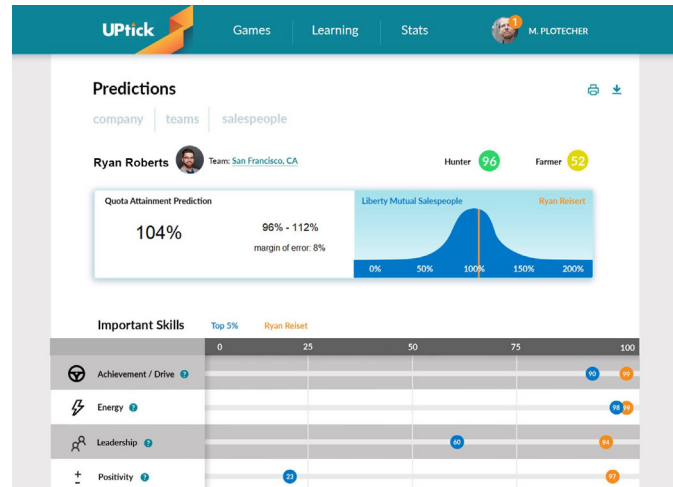
UPtick for Hiring lets you predict quota attainment for Sales candidates who take the initial Sales Evaluation, measuring your findings against your in-house high performers to identify those who can compete with your best Reps. This unique capability leverages big data and artificial intelligence for ground-breaking results that :

- Reduce the risk of hiring the 40% that will not successfully make quota
- Increase revenues and improve Time to Revenue

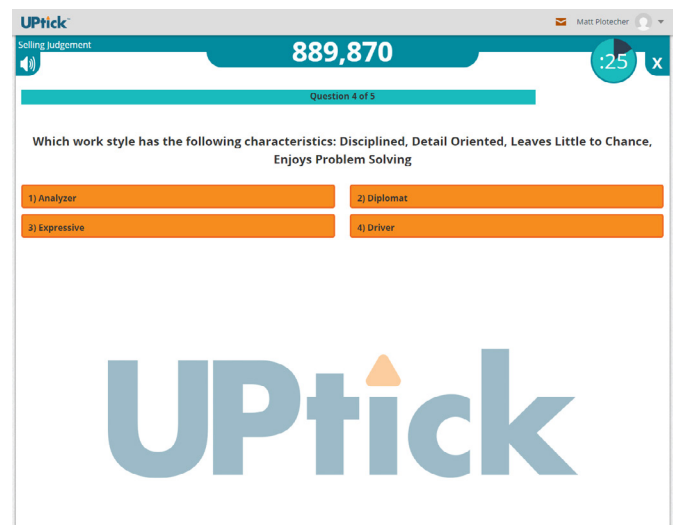
## Objectively Measure Industry Knowledge

Customize the UPtick Trivia Game to measure industry knowledge or facts/figures specific to your business. Pick the candidate with deep knowledge of your competitive landscape, specialized lingo, or understanding of your customer’s persona. And measure all candidates on the same scale to inform your decisions and add parameters not scientifically measured in the past.

UPtick will provide an innovative, science-based, objective way for you to minimize the risk of hiring the wrong sales candidates, and pick wisely. Call Selleration today at **917.780.2009** to explore how UPtick for Hiring can help you.



*Selleration uniquely leverages artificial intelligence to predict sales quotas.*



*UPtick's Trivia Game can be used to test industry knowledge*