



*“SCA has given us a means to precisely identify the shortcomings of our sales force. It is a cost effective tool and good investment in our sales force.”*

**Michael Zilbermann** • Training Director, Xerox France

### SCA Benefits for Sales Professionals (Continued)

- **FOCUS ON HUMAN FACTORS.** SCA focuses on the human behaviors that directly affect sales results.
- **RESULT-ORIENTED.** SCA focuses on key areas of skills and competencies vital to boosting sales results.
- **TESTED AND PROVEN.** SCA has been widely accepted as sales evaluation and training tool across various industries and cultures.
- **WELL DEVELOPED.** SCA is based on and supported by decades of extensive research by top industry experts.

### SCA Enables Client Companies to:

- Access the professional knowledge and competencies of their sales force.
- Measure the results of training programs that are already in place.
- Analyze and identify the training needs of their sales force.
- Provide personalized coaching to salespeople based on their level of skills and competencies.
- Facilitate constructive communication between management and salespeople to avoid or eliminate subjective evaluations.
- Form a consensus within the organization about sales goals and objectives and steps to be taken to achieve them.
- Focus on observable performance factors that can improve or optimize the existing skills and competencies of their sales force.

### Unique Value Proposition for Consultants

- **SCA CERTIFICATION.** SCA certificates will be granted to consultants upon successful completion of training.
- **COMPLETE CERTIFICATION DELIVERABLES.** Consultants applying for SCA certification will receive an information package containing all support materials.
- **GLOBAL REACH.** SCA has been adapted to different cultures and is available in multiple languages.
- **UNIVERSALITY.** SCA addresses the common issues and universal challenge facing all sales professionals across various industries around the globe.
- **REPEATABLE.** SCA can measure changes in sales behaviors.

### Selected SCA Users

Agridis	Agriculture	France
Bang & Olufsen	Manufacturing/Durable Goods	France
Cavaltour	Travel/FMCG	Spain
Chloride Group PLC	Pharmaceutical/Chemicals	U.K.
Coopervision	High tech	U.K.
Equant	Telecommunications	Spain
GDF SUEZ	Energy	France
Grand Hyatt Singapore	Tourism-Hotels	Singapore
Kaiser	Distant selling of MRO goods	France
Kraft	Maintenance, Repair & Operation	France
Merck Sharp & Dohme	Chemicals & Industry	France
Nandi Toyota	Automotive	India
On Q Business Systems	Information Technology	Australia
Osim International Ltd.	Bank, Finance & Insurance	Singapore
Xerox	Office Products/Services	France

### Credentials

Sales Competency Assessment™ was first developed in 1986 in response to the growing demand from sales managers who wanted to identify areas that would dramatically improve their performance force. After a decade of extensive empirical research, a new version of SCA has evolved that focuses more on the measurement of sales performance and competency of the salesperson at each step of the sales cycle. Using findings from various sources of academic and empirical research, SCA seeks to assess the performance of salespeople by looking at specific observable behaviors.

#### ABOUT THE AUTHORS



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Sales Competency Assessment™ was developed by Open' Act, a Paris (France)-based management consulting firm headed by **Mr. Jean-Benoit Parat and Mr. Francois Pham** – two industry experts who have conducted extensive research in sales competency assessment across various industries during the past 20 years. As Persona Global's European Office, Open' Act partners with Persona in delivering the entire suite of Persona programs and offering training to consultants of Persona products across Europe.



For more information about **Persona GLOBAL®**, Inc.'s metrics and methodologies, please contact [info@personaglobal.com](mailto:info@personaglobal.com) or visit [www.personaglobal.com](http://www.personaglobal.com)



#### ABOUT Persona GLOBAL®

**Persona GLOBAL®** is a worldwide provider of assessment tools and methodologies for corporations facing challenges in change leadership, communication, organizational alignment, sales, customer service and management. **Persona GLOBAL®**, Inc.'s metrics and methodologies are currently available in 72+ countries; its programs have been translated in up to 38 languages. More than 1,700 certified **Persona GLOBAL®** practitioners around the world serve their clients as strategic business partners.

#### Corporations that have benefited from **Persona GLOBAL®** Programs include:

- BMW
- Applied Materials
- British Airways
- Mitsubishi
- Dell Computer
- Japan Airlines
- Disney
- IBM
- Credit Suisse
- Coca-Cola
- Alcatel
- American Express
- Hitachi
- Motorola
- SONY Music Entertainment