Sales DNA:
Gain insights into the drivers of individual sales performance

Sales DNA, part of Periscope Solutions, benchmarks the traits of your front line and profiles your top performers to help you pinpoint how to hire, train, manage, motivate, and ultimately retain great people.

Sales DNA gives you clarity on what drives sales performance in your organization and helps you make targeted improvements across hiring, training, onboarding, and talent management that can drive a sustainable 5-20% increase in revenue at reduced churn.

What is Sales DNA

Sales DNA is a proprietary, online diagnostic survey to assess individual rep-level sales skills and traits. Sales DNA delivers deep insights on the skills, intrinsics, motivation, and culture of your front line, how they spend their time, how managers coach, and what drives top performers, by role, seniority, and BU.

How Sales DNA helps

Whether you want to grow profits, turn around sales, upskill your front line, reduce churn, or prepare for the execution of a new strategy, Sales DNA provides a comprehensive understanding of your front line's skills and traits, and what drives top performers.

Using fact-based insights, Sales DNA enables you to quickly address skill gaps across your front line and to tailor your policies to attract, develop, and retain top talent.

— Compare your front line internally and externally on key sales skills, intrinsics, and motivation and assess culture, manager coaching, and time allocation to identify gaps and near-term skill building and talent management priorities

— Profile your ideal rep based on what uniquely drives performance in your organization.

— Set onboarding and training plans to move your front line from good to great by focusing on the skills of your top performers and replicating how they spend their time

— Develop or update recruiting and hiring plans to do targeted hiring of sales reps who are most likely to perform well

— Design incentive plans and a culture to align with rep motivations to reduce risk of churn

— Update career paths and role definitions for front-line sales staff to retain top performers

— Revamp how sales managers coach

How to use Sales DNA

Sales DNA can be used by itself or in conjunction with other tools in sales solutions for additional insights. There are two versions of the assessment, depending on your situation:

— Short self-assessment survey covering skills benchmarking and time allocation, for a quick deep-dive into front-line capabilities

— Full sales force self-assessment survey and top performer profiling, consisting of 200+ questions covering all 6 core sections: intrinsics, skills, motivation, culture, time allocation and coaching for use at the start of front-line improvement programs

What we provide

— A report containing in-depth insights and analyses into the profile of your top performers with benchmarking to compare internally and against peers

— A follow-up call with Periscope experts to review results, prioritize opportunities, and set the front-line improvement plan

— On-site workshop support with Periscope experts to review insights and build alignment around priorities and key initiatives

— Remote support for scoping, survey administration, and peer set selection

Who is Sales DNA relevant for

— B2B, B2B2C, and B2C companies across all industries

— Variety of front-line roles: field sales, stores reps, key account managers, inside sales, telesales, sales managers

— Best for companies with 50+ sales reps

— Suitable for PE funds / portfolio companies

Why choose Sales DNA

Proprietary and proven approach

— Sales DNA leverages McKinsey's extensive M&S client work (500+ engagements per year) and is built on the widely-accepted five-factor personality model in partnership with a leading professor specializing in industrial psychology from the University of Notre Dame

— Deployed with 100 clients, over 10,000 reps

Comprehensive and action-oriented

— Holistic assessment of your front line combining performance with performance drivers

— Clear, actionable recommendations

Confidential and secure

— Data, responses, and results anonymized and securely hosted by McKinsey

— Survey responses reported at aggregate level only, not personally identifiable

Sales DNA in numbers:

100
Company deployments

10,000+
Sellers in the database

5-20%
Sustainable increase in revenue

Get started
To learn more about Sales DNA, contact us at contact@periscope-solutions.com or visit www.mckinsey.com/periscope