



## **SalesDrive Partner Program**

How SalesDrive Partners Leverage the DriveTest® To Help Clients Succeed at Building High-Performance Sales Teams, Provide Superior Consulting Services and Generate Recurring Revenue for Their Businesses.

# Welcome!

Thank you for your interest in the SalesDrive Partner Program – a program designed for you to help your clients build high-performance sales teams with science-based hiring, consulting and training. By becoming a partner, you will gain access to SalesDrive’s assessment tools, hiring resources and expert training.

Before you read any further, let’s see if our program has the potential to be a great match for your business.

- ▶ **If you are a sales consultant who helps companies with sales strategy . . .** this is an excellent program for you!
- ▶ **If you are a sales trainer . . .** this is an excellent program for you!
- ▶ **If you advise companies relative to hiring salespeople . . .** this is an excellent program for you!
- ▶ **If you work with venture capitalists in helping early-stage companies to build sales teams the right way . . .** this is an excellent program for you!

If any of these categories describe your work, the following information will frame this opportunity for us to collaborate to grow your business, provide your clients with a new level of service and develop a powerful, recurring revenue stream to compliment your core business model.

# It Starts with The DriveTest®.

The DriveTest® is a salesperson aptitude and skill assessment developed by Dr. Christopher Croner based upon his deep research of the most important characteristics shared by high-performing salespeople. The DriveTest® is administered before hiring to ensure that only high-aptitude salespeople are selected to join your clients' sales teams, and in establishing recruiting and development benchmarks for current sales teams.

**The DriveTest®  
is Different –  
Vastly Different!**

Most personality assessments are developed with the general population in mind. Examples include assessments like DISC and Predictive Index. The assessment results are gathered and then overlaid on various job requirements such as management, HR, customer service and sales. In other words, "one size fits all."

Dr. Croner developed the DriveTest® for only one vocation – salespeople! This replaces "interpretation" with hard data and increases the accuracy and validity of the DriveTest® to the highest level in the salesperson assessment category.



## Aptitude First. Skills Second.

When the National Football League gathers new college graduates for testing at the NFL Combine prior to the draft, it establishes a set of universal tests for core attributes **that cannot be taught**.

For example, they test for speed with the 40-yard dash. They test for strength via a bench press drill. The NFL owners and coaches know what raw skills it takes to succeed and they are betting their futures on these premier and expensive athletes.

They **have to know** if the people they select have the core strength and speed needed for success as a baseline, they can then be coached to compete at the highest levels of the game.

The DriveTest® has been developed with the same principles. **Your clients need to see** if an aspiring salesperson has the innate talent . . . the DNA . . . to be developed into a top producer.

Less than 20% of the population does, and there are *literally* not enough true producers to go around.

So, companies compromise, making what amounts to a terrible pact with the devil. **But your clients don't have to.** Because there are enough high-potential players to stack their sales teams with only the best. You can provide them with this enormous advantage by helping them hire and develop only high-potential salespeople.

# Your Clients Need to be Looking for Drive.

To psychologists, Drive is not a casual cliché. It is a clinical personality characteristic composed of three sub-traits that **cannot be taught**.

01

## Need for Achievement

A high-performing salesperson is driven to achieve. They drive themselves. They cannot live any other way.

02

## Competitiveness

A high-performing salesperson loves to win and hates to lose.

03

## Optimism

A high-performing salesperson processes rejection differently than most people. They do not personalize it. They refuse to be defeated.

Imagine for a minute that you could guide your clients to hire and manage only high-Drive salespeople. That you were training only high-Drive salespeople. That you were developing and managing only high-Drive salespeople.

That is how the great sports dynasties operate and that is how the truly world-class sales organizations build high-performance sales teams.

# The Stakes are Enormous. The Rewards are Life Changing!

All companies depend upon sales and therefore all companies depend upon the production of their salespeople.

Yet, it is truly remarkable how casual many companies are about building their sales teams, and how much they are willing to *settle* and *compromise* when it comes to talent acquisition.

The stakes could not be higher. On average, the cost of hiring a bad salesperson easily tops **\$50,000**, while the production from a strong salesperson can easily exceed 30% of that of an average performer.

When it comes to hiring and developing a sales team, doing it right can literally make or break a business.

**Thankfully, you are going to show your clients how to do it right, once and for all!**



# Replacing Intuition with Process. Replacing Hunches with Data.

Many hiring managers still default to what is widely described as “their golden gut.” We always grimace when we hear a business owner or a hiring manager say that because when we check the facts with their selective memories, inevitably turnover is running over 50%, and production is driven by one or two stars who are carry the rest of a mediocre team.

Intuition plays a part later in the process, but it has no place in the early process of selecting salespeople who have enough innate talent to be trained to sell hard and sell well.

This is where you come in as a powerful advisor who can change the lives of your clients. Because, you are not going to let your clients hire any salesperson who is not high in Drive ever again. **Never, ever again.** No more hunches. No more compromising. No more settling!

And if you are a trainer, you are also going to see *exactly* where people are already strong and *exactly* where they can use some support on key, teachable skills, so you can provide maximum leverage to the training and coaching process.

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## Track Progress with Clear Metrics.

Your clients want to measure your contribution and their investment in your work.

The SalesDrive Partner Program provides a simple but powerful, Drive Curve™ analysis that shows exactly how you will be guiding clients toward the ultimate goal of developing a high-Drive sales force.

You will assess and measure the present sales team members at the beginning of the program to gather their team Drive score, establishing a Drive Curve™ of talent. Over time, as only high-Drive salespeople are hired, the team Drive score will methodically improve and the Drive Curve™ will move dramatically to the high-end of the spectrum.

This is a highly satisfying process and serves to dramatically reinforce your relationship with your clients over time.

# SalesDrive Partner Program

The SalesDrive Partner Program is an active collaboration designed to enable you, as our partner, to use our proprietary tools to:

- 01** Help your clients build and develop high-performance sales teams.
- 02** Provide new technology and exciting resources to existing clients.
- 03** Create a powerful, recurring revenue stream to complement your core business.

SalesDrive provides powerful initial and ongoing support to its partners including:

- ▶ Partner orientation and expert training.
- ▶ Ongoing marketing resources and collateral materials.
- ▶ Generous and transparent revenue sharing off top line revenues.
- ▶ As needed support in presenting and closing business.



# Summation.

As a high-level consultant, advisor, trainer or recruiter, we hope we have piqued your interest in working with us to drive business and serve your clients.

The next step is to schedule a call with Dr. Croner to discuss program logistics. To schedule a call, please [visit his online calendar here](#), selecting a day/time that works best for you.

It is important that we honor your time and the process does not take long. Let's move forward to further explore our respective businesses and determine if we can help each other move to ever higher levels together.

Thank you,  
SalesDrive Partner Program

