

MDS is the sole distributor for LEA360™
and SPA™ in Hong Kong, China and Taiwan



Sales Performance Assessment™ Certification Programme (SPA™)

*A great instrument for measuring the behaviours
you bring to your sales role – and how to improve
performance.*

*Enables sales leaders to understand the mindset
which drives different sales people – invaluable in
businesses where sales professionals need to
change their mindset.*



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SPA™

The Sales Performance Assessment™ (SPA™) helps sales professionals understand clearly how they sell – their strengths and potential liabilities. They can then take steps to improve their sales effectiveness.

The SPA™ Certification Programme

This one day certification programme will equip you with the key skills and resources to interpret an SPA™ report. You will then be qualified to give feedback and advice on development plans.

The SPA™ works on the principle that there is no “one best way” to sell. So during the programme you will have in-depth discussions about creating ideal profiles for sales people in different roles.

SPA™ Highlights

You will learn how to use the range of SPA™ Reports:

- Development Report (self only) and Multirater Report (with boss)
- SPA™ Strategic Directions to profile a future “ideal profile” for the company
- Composite Profile of your best sales people which creates an “ideal profile” for hiring
- SPA™ Candidate Report for hiring

SPA™ Applications

Your SPA™ report gives you a big step up in self-awareness – and highlights some of your sales blind spots. This enables you to:

- Think strategically when shaping your own development plan
- Coach and mentor high potential sales professionals
- Shape and deliver targeted sales training
- Make effective hiring decisions for sales teams

A Valuable Qualification

On successful completion of the programme you will receive your certificate from MRG® the owners of the SPA™. You will be authorised to use the full range of SPA™ assessments and reports.

Who Uses the SPA™?

This international certification will be extremely valuable to:

- Sales leaders, sales trainers and coaches
- Business leaders targeting sales effectiveness
- Hiring managers

Visit us at www.mdshongkong.com or www.mdsbeijing.com for the latest programme schedule or contact carlson@mdshongkong.com

