

IKM SalesChek™



Assessments designed to produce a comprehensive profile of the knowledge set of candidates and employees in the sales profession

IKM's Knowledge Measurement solutions allow organizations to recruit superior candidates and evaluate the impact of training and education programs through software-based assessments. IKM SalesChek™ is a suite of assessments to provide a powerful, comprehensive and flexible solution for measuring knowledge of sales candidates and employees.

Use IKM SalesChek™ to Manage your Sales Team Requirements

- Reduce high-stakes hiring errors
- Facilitate skills matching to project needs
- Perform skills gap analysis
- Devise knowledge sharing and mentoring programs
- Customize training content
- Improve professional development planning

“ IKM SalesChek's unique methodology ensures you can evaluate your sales candidates and employees in the quickest and most cost efficient way. It is the logical step in fine-tuning your sales team performance and boosting your revenue. ”

Dr Marie-Paule Donsimoni,
CEO IKM

IKM SalesChek™ Assessments

IKM SalesChek™ has standard and customizable assessments designed to produce a detailed Proficiency Profile™ that includes sales training, sales ability, practical experience, productivity, and strengths and weaknesses within the discipline. IKM acknowledges that different sales roles require different sales techniques and as such has developed a suite of sales assessments for various types of sales professionals including:

- **Business to Business Sales**
 - Products
 - Capital Equipment
 - Solutions
 - Telephone Sales
- **Business to Customer Sales**
 - Retail
- **Sales Management**

IKM continually updates the assessments and sub-topics available to ensure existing and future sales techniques are accommodated. For the most up to date assessment packages visit <http://ikmnet.com/available>. A sample of IKM SalesChek™ sub-topics includes:

- Professionalism
- Communication
- Computer Literacy
- Numerical Skills
- Team Work
- Networking
- Sales Call Qualification
- CRM Process
- Negotiation of a Contract
- Closing a Sale

Should an organization require sub-topics currently not listed, IKM can quickly and easily develop customized assessments at sub-topic level to address product, process or market-specific needs.



IKM SalesChek™ Methodology

All IKM SalesChek™ assessments employ a unique and proven methodology to deliver the most detailed and valid results of any knowledge measurement solution in the market.

Adaptive Testing: The question and difficulty level is dynamically selected based on the assessment-taker's previous responses. This eliminates questions that are too easy or too difficult.

- **No time wasted on questions not suitable for the assessment-taker**
- **Assessment-takers continually challenged by questions at their demonstrated knowledge level**
- **Quicker assessments are less disruptive to employer, employee and candidates**

Sub-Topic Assessment: Unlike other assessment solutions, IKM SalesChek™ applies its Adaptive Testing into 12-18 sub-topics. By adapting independently within sub-topics, the knowledge in one sub-topic does not impact the difficulty level of questions in other sub-topics. This allows each sub-topic to be independently evaluated.

- **Most accurate way to identify strengths, weaknesses or proficiency**

Weighted Questions: In an adaptive assessment, the number of correctly answered questions is not nearly as important as the difficulty and relevance of those questions. For this reason, all IKM SalesChek™ questions are weighted based on difficulty and importance.

- **Improves granularity of results**
- **Assures relevance of results**

Weighted Answers: Every answer is weighted for accuracy. Extreme incorrect answers will lose substantial credit, while slightly incorrect answers may not lose as much credit when partial understanding is demonstrated.

- **Provides greater insight into knowledge levels than a simple correct / incorrect assessment**
- **Provides greater scope to demonstrate knowledge**
- **Eliminates influence of guessing**

Multiple Correct Response: With Multiple Correct Responses each question has five possible answers, of which up to three can be correct – totaling 25 different answer combinations. The assessment-taker can demonstrate different levels of knowledge about the question topic as each answer combination has its own point value. Unlike traditional assessments where one correct answer typically provides the result (correct or incorrect), IKM SalesChek's™ Multiple Correct Responses provides a very detailed level of feedback on each question, ensuring the most reliable view of proficiency. With Multiple Correct Responses it is possible to generate a comprehensive profile of strengths and weaknesses.

- **Enables independent and objective evaluation of strengths and weaknesses**
- **Increases accuracy, reliability and usability**

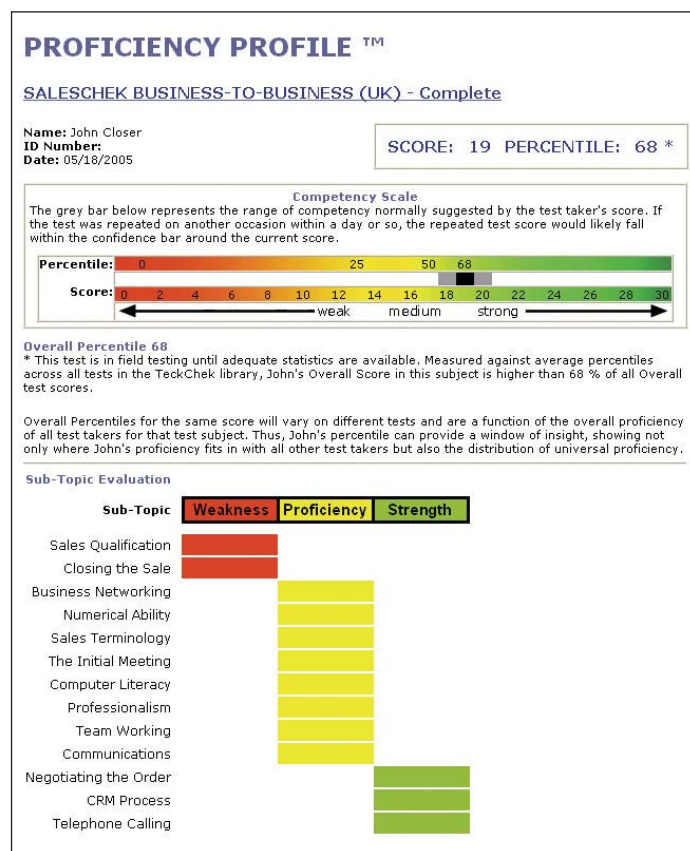
Percentile Rankings: Allows an individual to be compared to the test-taking population. A score in the 60th percentile means that the score is higher than 60% of all scores in that assessment.

- **Provides a benchmark for individual comparison**
- **Offers insight into sales market level of competencies**



IKM SalesChek™ Proficiency Profile™

Underlying IKM SalesChek's™ unique methodology are powerful algorithms, scoring, weighting and scheduling that provide detailed information forming an overall Proficiency Profile™. The comprehensive Proficiency Profile™ is a key report automatically generated by IKM SalesChek™ displaying an individual's assessment results in an organized, easy to read format. Added to the key areas of measurement is an Automated Score Interpretation that is calculated for all areas assessed highlighting the overall sales technique capability of the assessment-taker.



IKM SalesChek's™ comprehensive Proficiency Profile™ provides assessment results in an easy to read format, providing insight into an individual's overall sales capability.



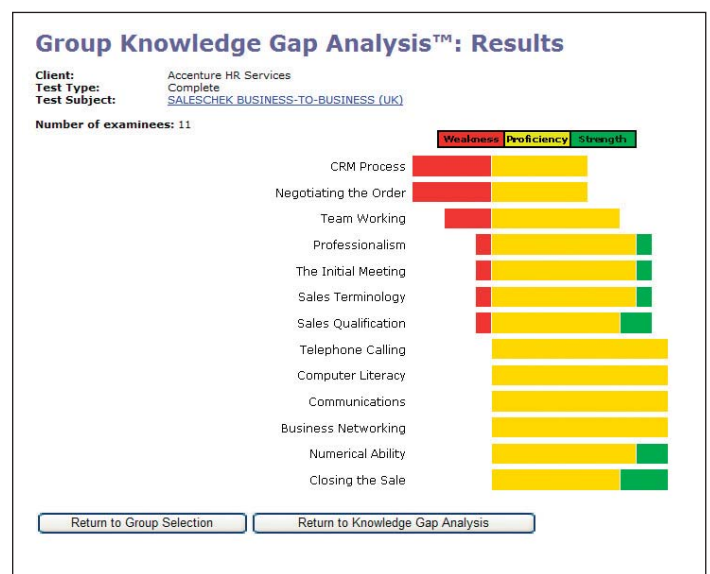
IKM SalesChek™ Reporting and Analysis

All information generated by the IKM SalesChek Proficiency Profile™ is stored in a single repository acting as a Human Intelligence Database (HID), allowing further analysis and reporting at any level, including individual, project team, departmental or enterprise-wide.

- **SkillSummary™ Reports:** Summarizes overall strengths and weaknesses of a given group within a designated sales technique.
- **SkillSearch™ Reports:** Identifies employees meeting designated search criteria.
- **Compare Scores™ Reports:** Provides comparisons of designated components such as branches, dates and departments or use for pre- and post-training comparisons.

With IKM SalesChek's™ powerful reporting and analysis capability, decision-making is possible with a higher degree of confidence. Use IKM SalesChek™ to take the guesswork out of day-to-day challenges such as:

- Recruitment
- Skill gap analysis
- Sales team staffing
- Skill searching
- Individual career planning
- Group training
- Prescriptive Learning



SkillSummary™ Reports can be used to ensure the right balance of sales skills for geographies, product and service lines, groups or across the enterprise.



Ease of Access

IKM SalesChek™ assessments can be accessed from any computer with an Internet connection, permitting assessments in the office, home, or from remote locations.

For supervised or classroom style assessments use IKM TeckChek Secure: Ideal assessment solution when security and integrity of assessment results are of paramount concern, such as high-stakes hiring, training and promotion decisions.

For unsupervised or remote style assessments use IKM SalesChek™ Complete: The perfect solution when convenience of remote assessments outweighs concerns about security in circumstances such as hiring and internal training programs.

IKM TestWrite™

IKM acknowledges that not all companies are alike. Some may have unique assessment requirements not commonly available. Others may require extensive customization of existing assessments to accommodate their specific needs. IKM TestWrite™ offers the capability to extend or develop new assessments while maintaining IKM SalesChek's™ unique assessment methodology. This ensures result integrity and cost efficiency is not jeopardized.

IKM TestBuild™

Like IKM TestWrite™, IKM TestBuild™ is designed to add flexibility to the assessments without jeopardizing result integrity and cost efficiency. When a specific job requires knowledge in numerous subjects and administering multiple assessments is not practical, IKM TestBuild™ allows you to build a customized assessment by combining questions from relevant sub-topics within existing assessments.



IKM QwikChek™

Short assessments are ideal for evaluating large groups of employees or candidates before utilizing valuable recruiting, training and technical resources. IKM QwikChek™ provides short assessments in a broad manner covering all aspects of the technology, without delving too deeply into analysis.

Other IKM Solutions

IKM Knowledge Measurement Solutions include assessments on the widest range of competencies in Microsoft Office, clerical, medical, legal, call center, accounting, behavioral, computer literacy, IT, food services, retail sales and light industrial areas.

- **Assessments available in a supervised or unsupervised environment**
- **Utilizes unique industry-leading assessment methodology**
- **Includes access to powerful reporting and analysis**
- **Highlights candidates and employees strengths and weaknesses**
- **Provides the most accurate and cost effective way for knowledge measurement**

Working in Partnership

IKM works with organizations in partnership to ensure they are better placed to make informed decisions on recruitment and training programs.

Contact IKM Regional Offices to begin the process of enhancing workforce knowledge management across the enterprise.

IKM Regional Offices

<http://ikmnet.com/contact>