

The X-ray[®]

Based on the evaluations of more than two thousand sales professionals, and fifteen years of consulting experience with top producers, The **X-ray[®]** is a “snapshot” of a sales candidate’s relationship selling skills. RxSales[®] found that, regardless of the industry, the size of the company, or the number of years in sales, similar relationship selling attributes and skills are present in all top performers. The central model for this assessment is based on those attributes and skills to help you discover:

- Does this candidate have strong vital signs for relationship selling?
- What are this person’s skill strengths and weaknesses?
- Will the person develop new business, or is he or she better suited to service existing accounts/clients?
- What is the potential for growth?
- Based on skills and attributes for relationship selling, should you hire this candidate?

The Internet changed the nature of sales forever. Today, the consumer can get information about products and services without the help of an intermediary. However, most consumers still want a salesperson to help them make decisions from an avalanche of information.

That’s why the sales professional must excel at being an advisor. Because relationships are the framework for giving and getting advice, strong relationship selling skills are essential in many sales situations today.

Many companies already use behavioral-based evaluation tools to find new salespeople. They rely on resumes and interviews to tell them about a candidate’s product knowledge and related experience. The X-ray[®] is a critical skill-based assessment – the only one of its kind – that will complete the selection package for many companies.

X-ray[®] Versions

The **X-RAY[®]**, the hiring version of The Checkup for Sales Professionals[®] is both diagnostic and predictive. The benchmark is a “perfect specimen” – that is, an expert in relationship selling. This means that the hiring manager gets insight into candidates that will answer critical questions about applicants’ ability and willingness to sell. Because the benchmark is the expert, it provides a model for selecting sales talent that does not compromise the performance capacity of the team.

The X-ray[®] is available in two forms:

The X-ray for Sales Professionals[®]

The X-ray for Sales Management Professionals[®]

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