



## Press Release

### For Immediate Release

## SMD & SPI ANNOUNCE SALES TALENT OPTIMIZER

### *Sales Talent Management & Analytics Platform Identifies Key Drivers of Increased Sales Performance*

CHARLOTTE, N.C., (March 25, 2014) – Strategic Management Decisions (SMD) and Sales Performance International (SPI) announced today the availability of Sales Talent Optimizer, the only integrated sales talent optimization platform with integrated analytics that measures sales performance improvement and ROI. Sales Talent Optimizer helps sales executives maximize their team’s performance across the “hire-to-retire” lifecycle by leveraging analytics to identify the competencies, skills, traits and attitudes that have a cause-effect relationship to specific business outcomes. The Sales Talent Optimizer platform includes:

- Multiple types of sales assessments, including behavioral, personality, knowledge, simulations, and surveys.
- Sales competencies and behaviors that can be tailored for any Go-to-Market model
- Solutions for sales talent acquisition, development, and talent management
- Pragmatic reporting and analytics
- Multi-language support

According to Keith Eades, CEO of SPI, “We’re delighted to be the first company in our space to offer a complete talent analytics platform that aligns to an extensive sales learning library – allowing sales organizations to rapidly target professional development around high payback selling competencies.”

Sales Talent Optimizer combines cutting-edge statistical methodologies with industry-leading, cloud-based sales talent management capabilities. Sales Talent Optimizer is the product of a joint venture between SPI and Strategic Management Decisions (SMD), a provider of consulting and integrated talent management software that helps organizations directly link HR processes to key business outcomes.

According to Dave Christofaro, SPI’s Director of Sales Talent Optimization, “Sales Talent Optimizer answers the question that both Sales and Human Resource executives have been trying to answer for decades, ‘what business impact / ROI did training provide to sales team?’.”

### ABOUT SMD

SMD is a talent management and analytics company enabling businesses to monetize people management, ultimately accelerating and optimizing business results and ROI. Since the launch of SMD Link, more than 500,000 assessments have been conducted and analyzed on the platform. The platform includes assessments for hiring, employee engagement, employee development (360), and career development.

Founded in 2008, SMD has infused innovation into a function that has seen few advances in decades. Recognized for its state-of-the-art practices, SMD is truly redefining how human resources operates, and how it can have an impact on the bottom line. SMD clients include UPS, Bank of America, University of Maryland Medical System, Dignity Health, Yusen Logistics, Sony Pictures, Norm Thompson, Burgess-Norton, Feeding America and Niagara Bottling.

## About Sales Performance International

Sales Performance International is the world leader in sales performance improvement, and collaborates with leading global companies to drive measurable and sustainable revenue growth and operational performance improvements. SPI offers the industry's only comprehensive Sales Performance Optimization Platform, comprised of three integrated components; talent assessment and analytics, continual learning and development, and sales enablement technologies. Multi-year, independent research demonstrates that SPI's proven methods help our clients achieve measurable revenue growth, and accelerate their time-to results. With extensive sales performance expertise, deep industry knowledge, and global resources, SPI has assisted more than 1,000,000 sales and management professionals in more than 50 countries and 14 languages achieve higher levels of performance.

SPI is headquartered in Charlotte, North Carolina, with offices in Brussels, London, and Beijing, China; our clients include: Dell, Emerson Process Management, IBM, Kyocera, MasterCard, Manpower, Maersk, and Office Depot. For more information, please visit [www.spisales.com](http://www.spisales.com).

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