



Scarlett Surveys

lead. inspire. profit.

Employee Engagement Surveys – Engagement of Sales Associates

May 2017

About us . . .

- ❖ 54 years in business
- ❖ 15 million employee engagement surveys completed
- ❖ Success grounded in research - AER™ (Associate Engagement Research) is a true psychometric engagement metric and not a collection of employees' complaints
- ❖ Ability to map and predict engagement metrics with outside trends from other companies and industries
- ❖ Experienced in multiple industries including manufacturing, transportation, healthcare and Medicare contracting
- ❖ Customizable questionnaire and process

The engagement of salespeople, like other employees, is influenced by factors like benefits, personal growth and company image. However, salespeople also have unique engagement factors different from other employees, for example: status, customer feedback, market strategy, and position compared to competition.

Here are a couple of tips to keep the salespeople engaged:

- Clear understanding of their goals but freedom to find their path
- Remove as much busy work as possible. The busy work that is necessary, make it meaningful.
- Celebrate positive customer feedback with displays of appreciation. This is a significant opportunity to connect sales groups with employees that worked on the project.

Our **SAR™ Survey**, (Sales Associate Research), identifies the engagement drivers of the salespeople, provides indexes, and a complete system for root causes and analysis to drive improvement.

In addition, our benchmarks add valuable meaning to the results. You will easily identify whether a score of 78 is being within the top percentile of companies in your industry. You will be able to understand the current operating conditions and know where to drive improvement.

Employee Engagement White Paper Series

www.scarlettsurveys.com/white-papers.html

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About Scarlett Surveys

Scarlett Surveys is known for high-value employee engagement survey products, producing real information and predictive metrics that enable you to improve your business and provide a high return on survey investment. The core of Scarlett's engagement survey is The AER Index™ - Associated Engagement Index. Composed of 15 engagement drivers, Scarlett effectively assesses employee attitudes toward these drivers allowing for easy development and implementation of improvement actions that increase engagement, build effective leadership, and increase employee economic contribution.