Assessment Blueprint – Questionmark B2B Sales Qualification by Mentor Group

Status: Final

Date: 9th October 2020

Approved by: Questionmark Content Team and Mentor Group

General information

Purpose of assessment	1. To identify individual salespersons' ability to qualify opportunities 2. To diagnose individual development needs relating to qualification
Target audience	Sales managers and sales people primarily in the enterprise B2B space. • SME / transactional B2B space • Internal departmental selling
Limitations	Not useful for B2C companies
What does it mean to achieve a high score?	The higher the score, the better the test-taker's ability to qualify effectively to improve his/her forecast accuracy
What does it mean to achieve a low score?	With a lower score, the test taker is likely less effective at qualifying leads and making accurate forecasts.
Language	Transatlantic English (Avoid use of complex language so may be suitable for those where English is not the first language)

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Blooms taxonomy cognitive level	Understanding
Format	Automatically scored assessment with immediate feedback.
Accessibility	No use of graphics/images/media.
Time limit	20 minutes
Number of questions	15 items
Scoring	Score on the test Score on each topic No pass/fail concept
Question types to be used	Multiple choice, ranking, and matching
Feedback	The test taker receives feedback on wrong answers immediately after taking the test.
Reporting	• Individual report • Team report • Organization report
Learning Resources	Mentor Group Whitepaper: The art of being an optimistic sceptic. Further training available on request from Mentor Group.
Topics	1. Budget/money (3 questions) 2. Authority (3 questions) 3. Understanding need and/or pain/opportunity (3 questions) 4. Timeframe / Priority on the client's agenda (3 questions)

If you have any questions, please ask your Questionmark account manager or reach out to content@questionmark.com.

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