

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	<ol style="list-style-type: none"> To identify individual salespersons' ability to qualify opportunities To diagnose individual development needs relating to qualification
Target audience	<p>Sales managers and sales people primarily in the enterprise B2B space.</p> <ul style="list-style-type: none"> 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	<p>Transatlantic English</p> <p>(Avoid use of complex language so may be suitable for those where English is not the first language)</p>

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	<ul style="list-style-type: none"> • 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	<ol style="list-style-type: none"> 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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