

ALIGNMARK, INC., RELEASES ACCUVISION SALES SIMULATOR 2.0

Written by Editor Choice

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AlignMark, Inc. formally released the AccuVision Sales Simulator 2.0, the only online interactive video sales simulation tool that combines realistic sales-situation video simulations, web-delivery and scoring to enable clients to accurately capture the skills, abilities and behavioral tendencies required for success in a consultative sales position.

AlignMark has spent 30 years partnering with all types of organizations across the Globe. The development of the AccuVision Sales Simulator 2.0 represents the culmination of literally hundreds of client engagements, focus groups and research involving the use of their proprietary sales simulation assessment. AlignMark's philosophy is that sales organizations wanting to optimize their investment in sales talent need to be passionately and diligently focused on: (1) objectively and accurately identifying the sales skill strengths and weaknesses of both applicants and incumbents; (2) leveraging the diagnostic information to make improved selection and development decisions; and (3) coaching sales managers to interpret and integrate objective sales assessment results with their own perceptions of sales performance.

According to AlignMark's CEO, Cabot Jaffee, Ph.D., "our focus and unwavering passion at AlignMark is helping our clients optimize the investment they make in human capital. We want our clients and prospects to experience: (1) higher levels of sales employee engagement and retention; (2) higher levels of sales skill execution; and (3) higher levels of quota attainment and revenue". He goes on to say, we believe this innovative sales assessment will help organizations make more informed and effective selection and development decisions".

About AlignMark:

AlignMark, Inc. is a leading provider of innovative talent leadership products and services. With headquarters in Maitland, Florida and Toronto—their vision is to help all organizations optimize their investment in human capital by offering leading-edge, cost-effective solutions to their most pressing business problems. Through their expertise—as leading industrial/organizational psychologists and technologists, proven products and solutions, they are able to help their clients achieve and sustain both a "mindset" and real capability to implement and execute talent leadership strategies which yield impressive improvement in the key metrics that determine their success. For more information, contact AlignMark at 800.682.4587, or visit www.alignmark.com

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