

Acuity® 360

A revolution in sales feedback



POWERED BY BLOOJAM

Acuity® 360 provides powerful insights about how other parties in a sales negotiation rate your salespeople.

Acuity® 360 is the most powerful sales 360 feedback tool available thanks to the Acuity® for Strategic Sales model which focuses the individual's survey results around the 9 key capabilities that determine success in complex sales environments.

Why use Acuity® 360?

Our customers choose Acuity® 360 because it has been designed from the ground up to be used in strategic sales roles.

- ▶ Based on robust sales and academic research the Acuity® 360 is underpinned by the Acuity® for Strategic Sales model.
- ▶ **Designed by business psychologists the Acuity® for Strategic Sales model identifies the 9 key capabilities required for success in complex sales roles.**
- ▶ The Acuity® 360 has been specifically built for sales environments; uniquely it can include feedback from customers as well as managers, peers and direct reports.
- ▶ **Feedback is clear and precise as the report is structured around the 9 key capabilities defined by the Acuity® for Strategic Sales model.**

Benefits of using 360 feedback

The breadth of applications for 360 feedback within an organisation is enormous.

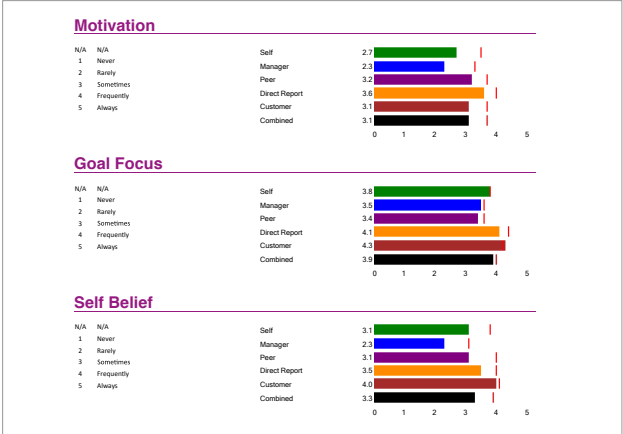
- ▶ Develop the salesperson's self-awareness by understanding how others see them.
- ▶ **Encourage individuals to improve their performance by taking ownership for their professional development.**
- ▶ Retain your best salespeople by demonstrating your commitment to investing in their professional development.
- ▶ **Pinpoint training and development needs in individuals and teams to make the most of your training budget.**
- ▶ Analyse data to track individual progress over time, identify group trends and evaluate the impact of training interventions.
- ▶ **Identify key capabilities that are missing in your salesforce, so that you can target your recruitment to fill the gaps.**

The Acuity® for Strategic Sales Model

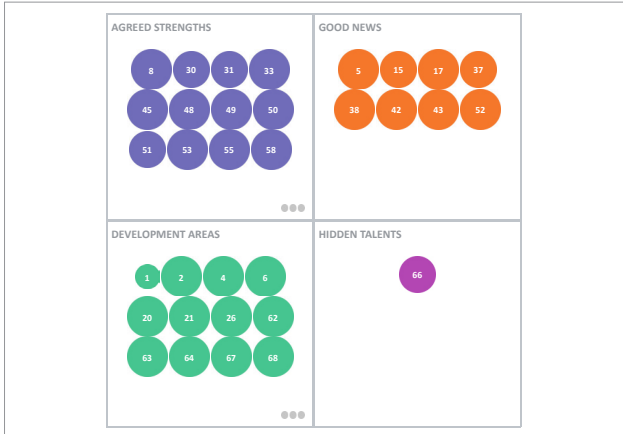




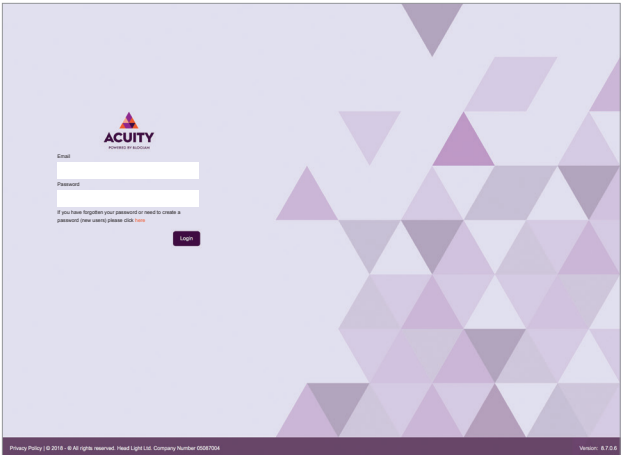
Feedback is clear and precise



User interface is straightforward



Single Talent Management portal



Simple and easy to use

Usability is key to getting a new system implemented as, without this, buy-in and usage can be limited. Acuity® 360 is driven by Head Light's Talent Cloud® software.

- ▶ Thanks to the design and ease of use, the software sees high completion rates.
- ▶ **Mobile capability means that reviews can be completed and managed easily.**
- ▶ User interface is straightforward to use and reflects the more modern design elements seen in Apps.
- ▶ **The single Talent Management Portal means that users can access assessment and development resources whenever they need to.**
- ▶ The review process is kept on track throughout the project with automatic and manual reminders.

Acuity® 360 is driven by Talent Cloud®
 Talent Cloud® is Head Light's Talent Management software, delivered from its proven, flexible, scalable, reliable and secure SaaS (Software as a Service) infrastructure. Head Light protects and encrypts data to keep it safe and has achieved ISO 27001 certification.

Get in touch to discuss how our Acuity® 360 feedback tool can support you

- ▶ +44 (0)1423 563644
- ▶ info@bloomjam.co.uk
- ▶ www.bloomjam.co.uk

Acuity® is a registered trademark of Bloomjam Consulting Ltd. Other trademarks are owned by their respective owners. © Bloomjam Consulting Ltd, 2019