

MISDP Sales Training & Development Launches Free Sales Performance Assessment for Businesses

MISDP Sales Training introduces a free online assessment to help businesses review sales processes, customer conversations, negotiation, closing and follow-up.

OTTAWA, ONTARIO, CANADA, September 9, 2026 /EINPresswire.com/ -- MISDP [Sales Training](#) has announced the launch of a free online Sales Performance Assessment designed to help businesses and sales managers review key elements of their sales process.

The assessment covers customer engagement, discovery, sales conversations, customer concerns, objection handling, negotiation, closing, follow-up, and sales process consistency. The new assessment is intended for business owners, sales managers, sales directors, and organizations with internal sales teams that want to examine how their sales process is structured and applied.



MISDP Sales Training Logo

The [MISDP assessment is available online](#)

Multiple factors can influence sales performance, including market conditions, lead quality, product or service fit, pricing, customer requirements, sales skills, and the process used to manage opportunities. The assessment focuses specifically on the sales-process component. Rather than evaluating salespeople solely on final results, the assessment looks at several stages before and after a sales decision. These stages include the initial customer interaction, information gathering, presenting a solution, identifying customer concerns, responding to objections, negotiating, closing, and following up. "The assessment provides businesses with an

additional perspective for reviewing elements of their sales process.” “Sales results provide important information, but they do not always explain what happened during the customer conversation”. “The purpose of the assessment is to provide businesses with a structured way to review elements of their sales process and identify areas that may warrant further attention.”

The assessment also addresses the question of process consistency.

In organizations where salespeople have developed their own approaches over time, different employees may handle similar customer situations differently. One salesperson may spend more time on discovery, while another may move quickly into presenting a product or service. Approaches to objections, negotiation, closing, and follow-up can also vary. A defined sales process can give managers a framework for discussing these differences and identifying areas for development. The assessment therefore includes questions about whether an organization has clearly defined sales stages and whether the sales team consistently understands and applies them.

Another area addressed is customer discovery.

Sales conversations often involve information that may not be immediately apparent when an opportunity first enters a company's pipeline. Customer priorities, concerns, decision criteria, timing, budget considerations, and other factors can influence how an opportunity develops. For this reason, the assessment considers how organizations gather information before presenting a solution, which can also help them identify their departmental gaps and the ideal sales training for their employees.

Objection handling is another component.

Customer objections can arise for different reasons, including price, timing, uncertainty, competing options, internal approval requirements, or questions about suitability. A salesperson's response may depend on understanding the underlying concern rather than simply providing an immediate answer. The assessment examines whether businesses have a consistent approach to identifying and addressing customer concerns.

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Negotiation and closing are also included.

The assessment considers whether sales teams have defined approaches for moving qualified opportunities toward a decision while maintaining an understanding of customer requirements and expectations. Follow-up is included as another stage of the sales process. Organizations may have different procedures for managing opportunities after an initial meeting, presentation, proposal, or customer conversation. Reviewing these procedures can help managers determine whether follow-up activities are structured and consistently applied. The assessment is not presented as a certification, professional designation, or scientific measurement of individual sales ability. Instead, it is intended as an initial review tool for businesses examining their sales process.

The results can provide a starting point for further internal discussion, sales coaching, process development, or training decisions.

The launch comes as businesses continue to examine how sales teams can develop more structured approaches to customer conversations and opportunity management.

For sales managers, a sales process can also provide a framework for coaching employees. Rather than discussing performance only in terms of whether a sale was won or lost, managers can review each stage of an opportunity and examine what happened during the customer interaction. For example, a manager may review how an opportunity was qualified, what information was collected, how the customer's requirements were identified, how concerns were handled, and what next step was established.

This approach lets sales discussions focus on specific parts of the sales process rather than relying exclusively on overall sales results.

MISDP Sales Training's assessment incorporates five concepts associated with its sales methodology: Market & Mindset Control, Intelligence Extraction, Signal Detection, Deal Conversion Engineering, and Performance Closing. These concepts are used as a framework for examining different stages of a professional sales conversation. The assessment is available to businesses and sales departments without a requirement to purchase a training program.

Organizations interested in reviewing their sales process can access the [free sales assessment](#) anytime online.

The assessment is designed to be completed online and can be used as an initial step in reviewing sales-process practices.

Marc Beainy
QOLD Business & People Development Inc

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