

RLI-BCAT

The RLI Behavior Change Assessment Tool

What is the RLI-BCAT?

It's a behavior-based skill-gap assessment tool to help companies design effective sales training initiatives and track their success.

What does it cost?

It's free, as is the extensive support you get from our Client Success Manager (CSM) team, which helps you deploy the RLI-BCAT successfully.

How do companies use the RLI-BCAT?

The BCAT triggers RLI's science-based four-step Micro-First™ learning process:

1 Conduct a "Baseline" assessment to identify which behaviors you want to change.

3 Deploy the Micro-First Cycle™ an easy-to-follow, programmatic training process that revisits learning and makes it stick.

2 Design learning paths mapping micro-content to the areas of acute need (with complimentary assistance from RLI's Client Success Management team).

4 Conduct BCAT "Checkpoint" assessments to validate that skill gaps narrowed, that behaviors changed, and that you got a return on your training investment.

There are three types of sales assessments in the RLI-BCAT

1 Sales Manager assessment of team (Shown below)

2 Salesperson self-assessment

3 Sales Manager assessment of individual salesperson

Skill Area	Team Assessment	Vs. All Companies		Vs. Top Quartile	
	Score	Avg. Score	Gap	Avg. Score	Gap
PROSPECTING	49	49	0	82	-33
QUALIFYING	43	54	-11	82	-39
DISCOVERY	43	53	-10	79	-36
BUILDING RELATIONSHIPS	59	72	-13	92	-33
PRESENTATIONS	33	54	-21	86	-53

Topics included: Prospecting, Qualifying, Discovery, Building Relationships, Presentations, Closing, Handling Objections, Account Management, Coachability, & Commitment to Learning

Learn how the RLI-BCAT can help you design **learning paths** to drive micro-training initiatives.