

Does your company operate as an effective sales organization?" Assess your organization in regards to the seven critical components that every great sales organization embraces.

Rate yourself from 1 to 5 on the 7 areas below. Total your score

1 Poor 2 Below average 3 Average 4 Above average 5 Exceptional

My sales leader conducts regular one on one sales coaching with EACH team member a minimum of once every 2 weeks.

SCORE _____

We have a CRM which has been adopted by all members of the sales enterprise AND we have hard-coded key performance metrics into our weekly processes.

SCORE _____

Our reps understand their sales ratios:

I.e. contacts/appointments ; appointments to proposals; Proposals to sales; average sales size; required pipeline size; average sales cycle

SCORE _____

Each of our reps has a clearly articulated, current written sales plan to which they manage themselves and to which they expect to be held accountable.

SCORE _____

Our reps understand their role in marketing within their territory and furthermore integrate marketing into their regular activities.

SCORE _____

We have established a common sales process and sales nomenclature across the entire sales enterprise. In addition, it is hard coded into our CRM and each milestone is assigned a specific percentage to close.

SCORE _____

Every one of our reps can articulate our brand promise and understands how to uncover a prospect's 3 "PAIN" points

SCORE _____

TOTAL SCORE _____ /35

So....How did you fare?

29-35: Congratulations! You are at the pinnacle. You have established a sales enterprise which is effective and accountable. You most likely have made this a long time focus. Your challenge however is to continuously reinvent yourselves and stay here! Do not allow good to stand in the way of great!

22-28: You are an above average sales organization and your financials probably support this. That said, there are certainly some steps you can take which will catapult the team to the next level. Understand however that the slope becomes steeper and more slippery as you approach the summit. Steps are shorter and progress becomes tougher. This is where a Sherpa can help you to summit.

15-21: You are at base camp, and have a choice, turn back, or prepare and continue to climb. Your organization needs better focus and alignment. You will achieve big ROI if you can sustain a score in excess of 22. Start by evaluating your Sales leadership team and secure a Sherpa as a guide.

15 or less: turn back you do not have the tools or equipment you won't even make it to base camp. Make sure you bring the proper tools and equipment, and you probably better get a Sherpa to act as your guide and help you carry the load a ways, as you may not be acclimated to the new altitude.

Questions, want a formal assessment your team's effectiveness?

Contact your SALES SHERPA

Don

