

Sales Performance Audit

Revenues are flat or falling. Yet, your sales team seems to be working harder and bringing less business home.

Sales is a process, just like all other functions in business. Human nature is to stick with the processes that worked in the past even when they produce diminishing returns in the present. That's why most sales teams cope with dropping revenues by doing the same things they've always done, only they do them while working harder and longer hours—without success.

The Sales Performance Audit offers a “high level” third-party, objective view of your sales team's skill level, the sales processes that guide them, and an overview of the internal barriers to success within your organization. Most importantly, it also provides recommendations on what you can do to improve those skills and processes, and to remove those barriers, so you can grow revenues immediately and build a more effective sales team moving forward.

The Four Steps To Improve Sales Performance

1

Situational Assessment

- Historic revenues, sales by individuals and team
- Sales team member skills/background review
- Competitor review
- Customers and markets review
- Product and service offerings overview

2

Sales Process Analysis

- Processes and tools used (forecasting mechanisms, lead generation, time management)
- Call planning and execution effectiveness
- Sales roles and responsibilities from lead generation through invoicing and collections overview
- Sales cycle effectiveness analysis
- Competitive positioning analysis

3

Internal Sales Environment Analysis

- Sales roles and responsibilities analysis (through close and delivery)
- Product and service ranking by volumes/close rate, percentage of overall revenue.
- Internal barrier identification
- Coaching/sales development effectiveness

4

Recommendations

- How to improve sales team effectiveness
- Sales team skills deficiency and corrective action required
- Internal corporate barriers to sales team effectiveness
- Product/service key market position and sales effectiveness at leveraging
- Process refinement recommendations, with process purpose and benefit review

The Sales Performance Audit Process

The Sales Performance Audit is a four step process. The first three steps are “hands-on,” where we work with your senior management and the sales team, attend actual sales calls and participate in sales team meetings. The last step is the creation of a final report with detailed findings and recommendations, and presenting it to senior management.

For more information or to book your audit, call (403) 242-4600