



Sales Consultants Pty Ltd

Sales performance assured

41 Must Ask Questions About Sales

- What impact is sales management having on the sales force?
- What changes need to be made to become a “world class” sales management team?
- What is the current potential of the sales management team?
- What performance standards should we be using to measure performance other than sales results?
- What processes and sales management tools if any need to be added or tweaked?
- Should sales be growing at a faster pace?
- Is there alignment between management and the sales team in the areas of strategy, priorities and tactics?
- Do we have the right people?
- Are they in the right roles?
- Are our salespeople as aggressive as they need to be to compete in our business?
- What changes do we need to make to our recruiting plan?
- Is our current sales culture causing us to miss business (ROI)?
- How is our time/priority management?
- Are our salespeople really motivated?
- Can they demonstrate value and sell at higher prices?
- What is the quality of our pipeline?
- Do we have enough opportunities in the pipeline?
- Are there opportunities in the pipeline that aren't qualified?
- Who can be trained to sell more effectively?

- Does our sales team have the “Crucial Elements” for sales success?
- Do we have a “unified” sales process?
- What are reasonable expectations for my sales team?
- Do we have an effective recruiting/hiring plan?
- Which people have the greatest potential?
- What’s the biggest problem facing my sales team?
- What is possible if we take advantage of all of our potential (ROI)?
- Are there any problems I don’t know about?
- Define the overall corporate culture.
- Do we have a clearly defined sales plan?
- Are my salespeople currently capable of executing it?
- Does our current compensation plan support our Sales Goals, Key Initiatives and intended sales team behavior?
- What sales/sales management processes and/or tools do we need to address?
- How can we better take advantage of technology to enhance sales effectiveness?
- What’s missing in our sales culture?
- What segment of the market are we focused on and what is the competition we are facing in that market?
- What is our sustainable competitive advantage?
- Are our offerings competitive in that market?
- What is our unique value proposition?
- What is the future road-map for the organisation and its offerings that the sales team can position with their customers?
- Have we aligned our sales team and their innate capabilities with the appropriate territory/customer base
- Is sales integrated into the company value chain

