

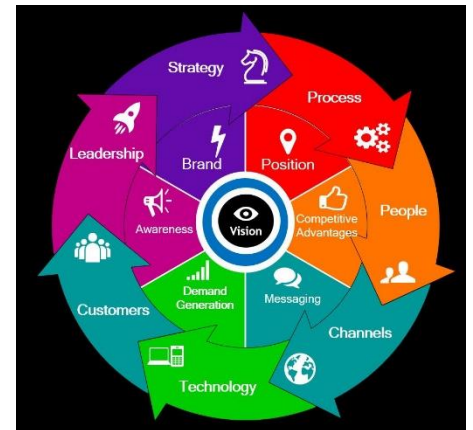
# How Top Sales Leaders Make an Impact in 90 Days

Sales can often seem complicated and helping non sales people understand sales helps you win friends, and more importantly, helps you win executive support for your Sales Improvement Projects.

Furthermore a greater understanding of sales helps executives see the linkage

between other areas in the business like their products and services and the marketing function.

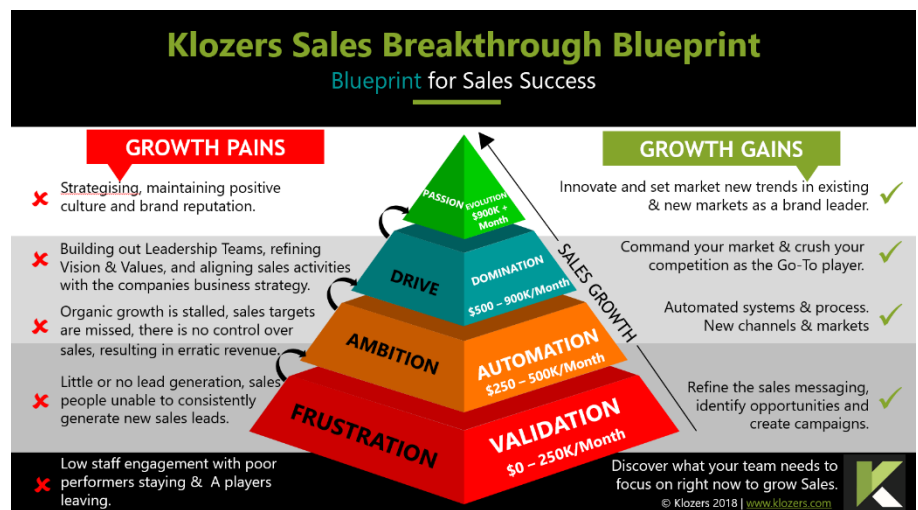
Our Sales Formula will help you and your colleagues understand the linkages, and where Sales needs support or otherwise.



**Review and benchmark your sales functions in  
1 hour regardless of the product or service!**



- ✓ Review and benchmark your sales formula in 1 hr
- ✓ Create a Sales Improvement plan fast
- ✓ Generate quick wins to demonstrate capability
- ✓ Start driving predictable sales results
- ✓ Kickstart existing sales units now



# SALES FORMULA EVALUATION CHECKLIST

Take 60 seconds and score each of the points below that are both relevant and or important in your business.

*Please score each of the following statements out of 5.*

1 out of five being a serious problem; 5 out of 5 being no problem, we are perfect.

	SALES FORMULA	SCORE
	<b>Vision</b>	
1a	Is there a compelling Vision driving the Sales Team forward?	
1b	Is the Vision understood and regularly communicated to everyone?	
	<b>Competitive Advantages</b>	
2a	Are there three or more compelling reasons customers should buy from you?	1 2 3 4 5
2b	Can the Sales People uncover via questioning the business pains that correlate with your competitive advantages?	1 2 3 4 5
	<b>Brand</b>	
3a	Does the brand have the look and feel of a market leader?	1 2 3 4 5
3b	Is the Brand consistent across all customer touch points?	1 2 3 4 5
	<b>Position</b>	
4a	Is there a clearly defined Position that differentiates you from your competitors?	1 2 3 4 5
4b	Can the Sales People articulate this Position and why it's important to your customers?	1 2 3 4 5
	<b>Demand Generation</b>	
5a	Does the business have a consistent flow of new leads?	1 2 3 4 5
5b	Do the Sales People consistently target high value prospects or are they waiting for leads to come to them?	1 2 3 4 5
	<b>Awareness</b>	
6a	Is everyone in the target market aware of your products and services?	1 2 3 4 5
6b	Are all your clients aware of the different products and services you offer?	1 2 3 4 5
	<b>Messaging</b>	
7a	Does the business have perfect prospect profiles for each product and service?	1 2 3 4 5
7b	Does the business have targeted messaging and customer stories for different prospect profiles?	1 2 3 4 5
<b>Total Score out of a possible 70 points</b>		

Focus your people on the high value activities of Finding, Klozing & Growing, and sales are guaranteed



## 1. FINDING

Pro-actively target new business opportunities to rapidly fill your sales pipeline



## 2. KLOZING

Reduce sales cycles, move from busy to effective and increase sales performance



## 3. GROWING

Segment and target accounts to lock out competition and lock in retention & profits.

