

Organizational Sales Performance Assessments

Charles Kettering, former head of research at General Motors, once said, “A problem well stated is a problem half solved.” The Sales Performance Assessment will help identify and state the problem areas that need to be addressed in order for the sales department to reach its full potential.

Our Sales Performance Assessment is a comprehensive consulting service that provides an objective overview of a company’s sales organization and the performance problems it may be experiencing.

The Sales Performance Assessment identifies:

- The structure and goals of the sales organization
- The environment in which the sales force operates
- The resources and support services it needs
- The skills and knowledge of each individual
- The motivation, feedback and compensation appropriate for its needs
- The management techniques needed to plan, implement and monitor the sales effort

During the project, our qualified consultants will investigate and identify the market planning and account targeting processes within your sales organization. This will uncover:

- How your markets can be segmented
- How products can be tailored to meet market needs
- What selling strategies work best with your targeted accounts
- What strategies work best to maintain and develop long-term relationships
- What cross-selling strategies work best with your targeted accounts
- Which selling styles are appropriate for market penetration
- The need for territory definition and realignment

Management will receive a comprehensive final report that includes an executive summary and overview, sales SWOT analysis, sales performance audit, individual staff assessments, and the potential problem areas and recommendations – basically everything needed to get your sales department running to its full potential.