Sales Performance Assessment

Description

This assessment study has been designed to assess the performance of small and medium sized field sales organizations of up to 250 sales representatives. The process is based around a series of 15-20 structured interviews of key sales professionals; reviews of the sales planning documents; analysis of the financial and performance reports; and interactive exchanges with the sales leadership team. The first draft of the results is delivered at the end of the on-site week and the final report is presented 2-3 weeks later.

Objective:

Facilitated by an experienced sales executive coach, the Sales Performance Assessment Study will analyze, assess, design and document a program recommendation to enhance the effectiveness and performance of your sales organization. The recommended performance improvement program is designed to be simple, efficient and actionable.

Outcome:

- Assessment of the situation.
- Sales performance recommendations.
- Sales management interview notes.
- Assessment of sales management processes and tools.
- Recommended changes.
- Recommended program positioning and messaging.
- Immediate results – fully documented and actionable change management program.

Duration: 5 days on-site and 5 days off-site preparation work
Participants: One-on-one interviews with Sales Executives/Managers/Representatives
Prerequisite: Agreed agenda for on-site work