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How well does your Sales Function perform?

Your Scorecard: 24 Questions across the critical 6 Sales Operations functions in less than 10 min.

How to Score:
0 = No, **1** = Sometimes, **2** = Yes

Sales Model:

We know what our ideal customers look like, how to reach and engage with them

Our Value Proposition resonates with our customers and they understand how we are different

We know what problems we solve, have success stories and how the business case is developed

We have a clear Sales Model of direct and/or indirect channels that gives us market coverage

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Sales Plan:

We know where our overall revenue will come from, and allocated realistic sales quotas

Our sales people know how they will achieve their targets and what their territories are

We are confident in achieving our New Business Revenue Objective

We consider our average deal size and sales cycle as well as product mix to make quotas achievable

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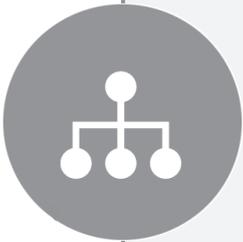
Sales Structure:

We have clearly defined sales territories incl. roles, responsibilities and portfolio focus

We have the right Sales people with the right skills in the right place

Our approach to Sales is repeatable and therefor scalable

We know for each sales territory what the KPIs are and what it takes to deliver

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Sales Process:

We have a documented step-by-step sales process that's clearly understood and followed

We can identify where an opportunity is at and what to do next

Our sales process helps us to onboard sales people, is repeatable and therefore scalable

We understand the conversion rates along our sales process and generate realistic sales forecasts

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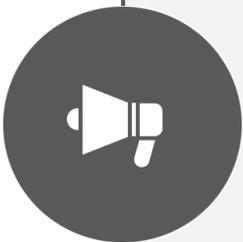
Sales Campaigns:

We run marketing lead generation campaigns that are fully aligned with sales objectives

We have an annual schedule of marketing activities that are resourced and budgeted

The KPIs of sales and marketing are fully aligned, leads are followed up and converted

We create original content for our marketing activities that conveys our capabilities and value

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Sales Performance:

We have effective Sales Management process and cadence in place to manage sales performance

We know our conversion rates and what our Sales Pipeline needs to look like to achieve forecasts

Our sales on-boarding is effective and we proactively foster personal performance improvement

Our reporting and forecasting processes are robust and reliable

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YOUR TOTAL SCORE:
[Please turnover for feedback]

What does the score say about your business?

0 - 20: WORK TO BE DONE

Building a strong foundation is needed to help your business to grow. This means a change in the way you run sales and how it fits into your business.

The good news: your investment of time and effort will deliver many quick wins if you commit to implementation.

21 - 36: SOME ROOM FOR IMPROVEMENT

You have a solid foundation to build on. Now, the key is to tune it and apply deep diagnostics to know what will move the needle to achieve robust growth.

The good news: a deep dive will assess the real barriers, identify solutions and devise right action plans.

37 - 48: FOCUS ON SPECIFICS TO OPTIMISE

Congratulations, you Sales Function is in great shape. The question is, is it robust enough to allow your business to scale to the next level?

The good news: Don't change what works and focus on tuning in the weaker spots to accelerate your growth.

Not happy with your score? What to do next:

- [ ] Apply the findings yourself and plan for change

- [ ] Discuss your scorecard in a 30 min free sound-boarding call to set priorities

- [ ] Book your 2.5 hr deep-dive discovery workshop to identify the real issues behind the symptoms and define possible solutions.

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Business Backstage was founded in 2011 by Ursula Dauenhauer who works with leaders of medium-sized B2B technology companies "behind the scenes" to get their go-to-market model right and scale sales with more predictability. For over 15 years, Ursula has helped CEOs or business owners to build their sales operations for revenue growth.

There is only one way to find out how Ursula help.

Contact her to schedule an obligation free conversation.

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