



POTENTIAL

Sales & Consulting Group

SALES AUDIT As a sales performance health check complete the audit below

Process

YES NO

1	Do you have a formal sales process that everyone follows?		
2	Are your salespeople effective at selling value?		
3	Do your salespeople use Consultative selling strategies?		
4	Do you have an Account Management process to grow SOW?		

Recruitment

5	Do you have a formal sales recruiting process that consistently yields top performing salespeople?		
6	Do you use sales specific pre-hire assessments?		
7	Do you have a formal 90-day on boarding process that prepares salespeople for success in your company?		

Forecasting

8	Does your pipeline accurately predict future revenue?		
9	Are your probabilities based on science? (As opposed to gut feel)		
10	Are there enough opportunities in your pipeline?		
11	Do you know the activities you need to focus on to consistently overachieve?		

Accountability

12	Have you identified all leading indicators that drive sales?		
13	Do you conduct a weekly personal review with each of your salespeople?		
14	Do you improve/remove "C" players that have been with you for more than a year?		

Motivation

15	Does your sales manager know what motivates each individual in his/her team?		
16	Do your incentive plans drive the right behavior?		

Coaching

17	Does your sales manager have scheduled weekly coaching calls?		
18	Do you know how effective your Sales Managers are at coaching?		
19	Do you know what potential can be unlocked from your team?		

Strategy

20	Do you have a clearly articulated Sales Strategy to get your unfair share?		
21	Can your sales team execute on your Sales Strategies moving forward?		
22	Can your sales team clearly differentiate themselves from your competition?		

Mindset

23	Is your salespeople's "Will To Sell" strong enough?		
24	Do your salespeople have a supportive mindset?		
25	Do your Sales Managers have a supportive mindset?		

TOTAL NUMBER OF "YESES"		
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