



On the following pages are several questions you can ask yourself across the 8 categories of the Sales Performance WheelSM as a quick self-check.

When RAIN Group works with clients to analyze their sales performance, we ask a standard 75 questions across the Sales Performance WheelSM. Not all questions, however, are applicable to each organization, and each organization has other specific areas that must be studied in depth. We tend to ask an average of 90 to 120 questions from our database of 450 questions about factors that often affect sales performance.

It's also important to note that while a survey can produce extremely worthwhile data, it's critical to perform deep dive analysis across the various areas to learn what's really going on, and make decisions about what needs to change and how to bring that change to life to improve sales performance.

Unless otherwise noted, rate the degree with which you agree to the following questions on a scale of 1-5:

1. Strongly Disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly Agree

	WHERE YOU ARE NOW (1-5)	WHERE YOU NEED TO BE (1-5)	IMPACT OF CHANGE (Notes)
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Strategy

Our sales organization focuses on driving maximum value for the customer			
Company leaders prioritize improving sales force effectiveness			
Our pricing strategy allows us to capture maximum prices in line with the value we provide			
Our sales organization is effective at maximizing sales to existing clients across capability areas			



Structure

Accounts are assigned to people best suited to succeed with them			
Leads are assigned to people best suited to succeed with them			
Our sales compensation plan drives top performance			
Our sales territory assignment maximizes revenue generation in each territory			



	WHERE YOU ARE NOW (1-5)	WHERE YOU NEED TO BE (1-5)	IMPACT OF CHANGE (Notes)
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Operations

Seller performance targets (quotas) are challenging			
Our management and tracking of key metrics allow us to improve performance, address problems, and inform decision making			
Leaders and managers quickly address under-performance and enforce consequences			
CRM data is accurate and complete enough to provide guidance for effective selling and management			



Enablement

Sales managers are effective in getting maximum performance from their sellers			
We have well-integrated technology systems that enable all aspects of sales (e.g., sellers managers, operations) to achieve top performance			
Our lead generation is highly effective			
Our sales playbooks are comprehensive – including job aids, tools, and guides across the sales and account cycle-to help sellers in every component of selling			
Our overall process for winning sales opportunities is best described as (see definitions on page 10): <ol style="list-style-type: none"> 1. Ad Hoc 2. Emerging 3. Defined 4. Managed 5. World Class 			



Talent Management

Sales roles are well-designed and defined using competency models specific to our company and job roles			
We are effective at assessing seller skills, knowledge, and attributes that support top sales performance			
The quality of people in selling roles is as high as it should be			
We are successful at finding and hiring our desired sales candidates			



	WHERE YOU ARE NOW (1-5)	WHERE YOU NEED TO BE (1-5)	IMPACT OF CHANGE (Notes)
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Training

How would you describe the overall effectiveness of the organization's sales training and education overall: <ol style="list-style-type: none"> 1. Not at all effective 2. Somewhat effective 3. Moderately effective 4. Very effective 5. Extremely effective 			
How would you describe the effectiveness of the organization's sales training in the following areas:			
Filling the pipeline			
Driving and winning individual sales opportunities			
Driving account growth			
Managing sales			
Developing knowledge expertise for sellers			
Which of the statements best characterizes your organization's culture around investing in improving sellers' skill and knowledge? <ol style="list-style-type: none"> 1. Little to no investment/focus on sales training 2. Some investment/focus on sales training 3. Average investment/focus on sales training 4. Good investment/focus on sales training 5. Excellent investment/focus on sales training 			



Capabilities

Our sellers have the skills they need in the following areas to find and win business consistently and at a high level:			
Driving and winning sales opportunities			
Driving account growth			
Core consultative selling			
Sales negotiation			
Filling the pipeline			
Developing executive relationships			
Managing time, focus, personal effectiveness			
Advanced consultative selling			
Managing and coaching sellers			
Our sellers have fluent, expert-level knowledge in the following areas:			
Your capabilities			
Industries and the market (yours)			
Customers			
Your company's messaging			
Industries and the market (your buyers')			
The competition			
Your company's best sales practices			



	WHERE YOU ARE NOW (1-5)	WHERE YOU NEED TO BE (1-5)	IMPACT OF CHANGE (Notes)
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Motivation

The people in selling roles have a positive and enthusiastic attitude about our organization			
Our culture drives and supports sellers' motivation to succeed			
Managers and leaders are effective at creating and sustaining maximum selling energy from sellers			
People in selling roles manage their time and day effectively—they're great at execution			