

# Sales Readiness Assessments



Sales Readiness Group

**Sales Readiness Group** brings years of experience working with sales organizations to identify areas of improvement and prioritize actionable recommendations for your unique situation. The Sales Readiness Assessment is a rapid, comprehensive evaluation of your readiness to meet your sales objectives followed by actionable, prioritized recommendations how to improve sales productivity.

The Sales Readiness Assessment evaluates the following key drivers of sales effectiveness.

Sales Strategy	Sales Methodology	Integrated Sales & Marketing	Performance Management	Sales Organization & Talent
<ul style="list-style-type: none"><li>• Target customers and segmentation</li></ul>	<ul style="list-style-type: none"><li>• Sales coverage model</li></ul>	<ul style="list-style-type: none"><li>• Consistent messaging</li></ul>	<ul style="list-style-type: none"><li>• Territory management</li></ul>	<ul style="list-style-type: none"><li>• Organizational design</li></ul>
<ul style="list-style-type: none"><li>• Customer profitability criteria</li></ul>	<ul style="list-style-type: none"><li>• Sales process</li></ul>	<ul style="list-style-type: none"><li>• Sales tools</li></ul>	<ul style="list-style-type: none"><li>• Sales goals &amp; quotas</li></ul>	<ul style="list-style-type: none"><li>• Defined roles &amp; responsibilities</li></ul>
<ul style="list-style-type: none"><li>• Industry positioning</li></ul>	<ul style="list-style-type: none"><li>• Rules of engagement</li></ul>	<ul style="list-style-type: none"><li>• Universal lead definition</li></ul>	<ul style="list-style-type: none"><li>• Pipeline management &amp; forecasting</li></ul>	<ul style="list-style-type: none"><li>• Staffing &amp; hiring plans</li></ul>
<ul style="list-style-type: none"><li>• Competitive landscape</li></ul>	<ul style="list-style-type: none"><li>• Customer relationship management</li></ul>	<ul style="list-style-type: none"><li>• Lead nurturing strategy</li></ul>	<ul style="list-style-type: none"><li>• Metrics, reporting &amp; dashboards</li></ul>	<ul style="list-style-type: none"><li>• Sales training programs</li></ul>
<ul style="list-style-type: none"><li>• Value proposition and points of differentiation</li></ul>	<ul style="list-style-type: none"><li>• Sales force automation</li></ul>	<ul style="list-style-type: none"><li>• Marketing ROI and metrics</li></ul>	<ul style="list-style-type: none"><li>• Compensation &amp; incentive plans</li></ul>	<ul style="list-style-type: none"><li>• Leadership development</li></ul>

The **Sales Readiness Assessment** is based on a proven methodology that includes onsite and follow up “as-is” analysis of your sales organization, working closely with your senior management team to provide an objective assessment of the key drivers of sales organization productivity. We then develop a prioritized action plan and recommendations how to improve the sales performance of your sales organization.

Sales organizations looking to develop scalable sales processes or facing sales challenges such as missed sales goals, low sales force productivity, and long sales cycles can benefit from the comprehensive review and recommendations of the Sales Readiness Assessment.

## Sales Readiness Group, Inc.

Sales Readiness Group provides clients with customized solutions that improve sales performance, develop sales leaders who inspire and drive great results, and build more effective sales organizations.

8015 SE 28th Street, Suite 214, Mercer Island, WA 98040, Toll Free: 1-800-490-0715

[info@salesreadinessgroup.com](mailto:info@salesreadinessgroup.com), <http://www.SalesReadinessGroup.com>



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