Sample Sales Team Audit Survey Questions

The sales team audit survey is designed to get a pulse on how aligned and informed the sales team is with respect to what they are selling and who they are selling it to. After the survey is sent, all responses are collected and assessed. We look for alignment and patterns to gain insight into the areas of opportunity. This is also a way for our team to get acquainted quickly.

- What is your **elevator pitch**?
- List **3 features** of your product.
- List **3 benefits** of your product.
- List **3 values** of your product.
- Who are your **top 3 competitors**?
- What makes you **different from your competitors**?
- Describe your **ideal customer.** (e.g. organization type & size, buyer role, goals, etc.)
- Where do you get **stuck in your sales cycle**?
- Provide us with **one objection** you **answer well.**
- Provide the **answer for the objection** you answer well.
- Provide us with **one objection** you would **like an answer for.**
- Copy and paste the **last email you sent to a prospect** below. (Provide context of where you are in the sales process)

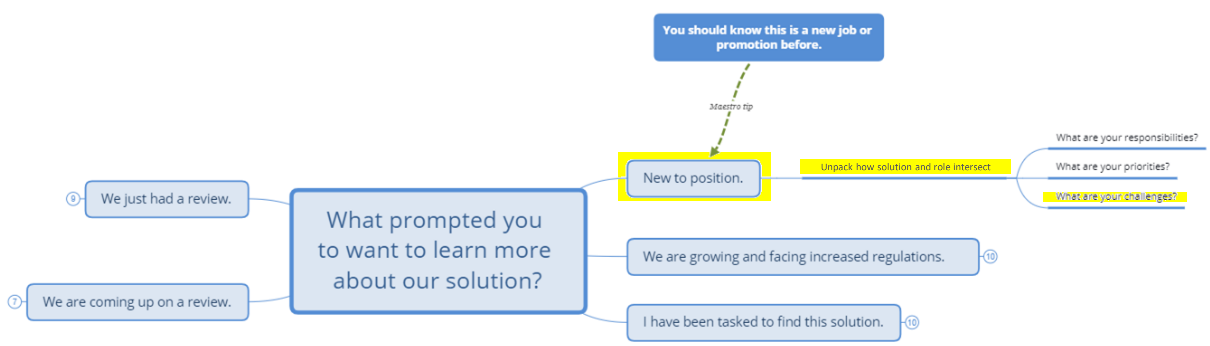
Question Tree Sample

Question trees are a preparation tool for salespeople to use before their meetings with the goal of predicting and facilitating conversation to uncover DRIVE.

The format of a question tree is:

1. Write down a question that the salesperson can ask
2. Come up with all possible responses the prospect may have for that question
3. Prepare questions and insights for each of those responses

See an example below:



In the example, the dialogue from the highlighted branch may be:

- **Salesperson**: "What prompted you to want to learn more about our solution?"

- **Prospect**: "I became the head of marketing about a month ago, and am looking for ways to improve our team's outreach efficiency."

- **Salesperson**: "I see. In your time with the company so far, what specific challenges are you seeking to address that may pertain to our solution?"

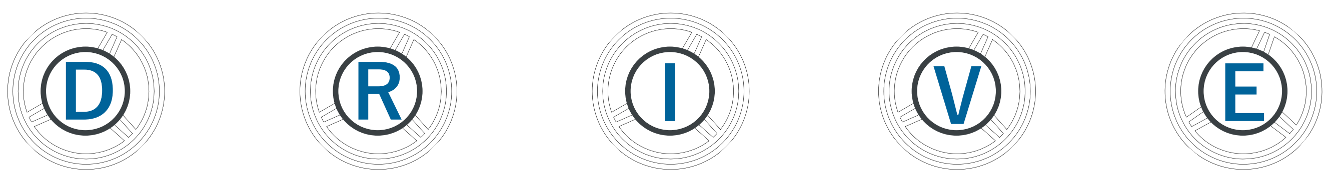
We quickly create question trees using a tool called XMind. https://www.xmind.net/

DRIVE and DRECT Amplify Revenue Trajectory through Risk Reduction.

At Maestro Group, we live by two pillars: control what you can control and mitigate risk. The DRIVE and DRECT methods are centered around both. Together they operate across the full spectrum of sales activities to rapidly increase sales teams' conversion rate, speed of sales cycle, and deal size.

The DRIVE Sales Training Methodology

DRIVE is the methodology created by Maestro Group. It took years to create and perfect the concept throughout engagements with dozens of B2B SaaS companies, yet the purpose of DRIVE is simple: to mitigate the biggest risk in enterprise B2B sales - lack of information. The letters of DRIVE represent the information salespeople need to pursue in order to accelerate their deals. There are two "levels" to each letter in DRIVE described below.



Decision Resources Impact Velocity Expectations

- Decision: *who* is involved in making the decision and *how* is that decision made?
- Resources: what is the *financial budget* for this project and what will the *human capital* requirements be?
- Impact: how will this project *benefit the organization* and what will the *consequence be of not moving forward?*
- Velocity: what is the *target completion date* for this project and *why is that date important*?
- Expectations: what does a *personal win look like* for each decision maker and what *expected roadblocks* may get in the way of achieving that win?

DRIVE is the core focus of elite sales people. The Maestro team infuses the DRIVE methodology into your sales team's efforts through a combination of instruction, practice, and relentless accountability.

Data Field and Reporting

While there are hundreds of reports that can be useful in Sales Operations, those most immediately important depend on your current goals and challenges. For example, a team focused on increasing pipeline momentum through consistent outreach cadences will be highly attentive to activity and time.

The full range of metrics we prescribe reports on include:

- Volume
    - How many leads created?
    - How many deals created?
    - How many leads did we close (lost)?
    - How many dead did we close (won)?

- Time
    - How long does it take for SAL to SQL?
    - How long does it take to reach Demo Schedule to Demo Complete? ** If you give demos
    - What is the average time in status or stage?
    - What is the average age of our open deals?

- Conversion
    - How many of our leads converted to deals?
    - What number of our MQLs become SQLs?
    - How many of our SALs become SAOs?
    - What is our Deal Win Rate?

- Historical/Snapshot (velocity)
    - How many active leads are we currently working on and how does that compare MoM?
    - How many active opportunities did we have and how is this number changing MoM?
    - What opportunities are being moved out?
    - How is open pipeline value changing from a MoM snapshot?

- Activity
    - What is the number of touchpoints it takes to convert a lead?
    - What is our response rate to our emails?
    - What time are we calling our leads that convert?
    - What is the time between each activity for our won vs. lost opportunities?

- Preventative
    - What leads have not been contacted in “X” days?
    - What opportunities have not moved from Demo Schedule to Demo Complete in “X” days?
    - What leads have not been contacted in “X” days that are in SQL?
    - What opportunities have had no response back in “X” days?

Questions to Ask in Uncovering DRIVE

Uncovering the two "levels" of DRIVE is both and art and science, but it all starts with asking the right questions. The following are some examples of open-ended questions salespeople should be asking.

Decision

- Who is involved in the decision making?
    - Who else would be interested in learning about our solutions/services?
    - Who besides yourself will be involved in making the decision on this project?
- How is the decision made?
    - What has the process looked like for similar solutions you have implemented?
    - How do you typically engage legal/IT/procurement in the decision-making process?

Resources

- What is the budget for this project?
    - What is your budget for this project?
    - How much are you allocated for special projects?
- Do you have the human capital resources needed for implementation?
    - What internal resources can be allocated to this project?
    - What other teams will be involved in implementation?

Impact

- Why is your organization looking for a solution?
    - What are you looking for in a solution?
    - What impact will finding the right solution have on your organization?
- What will the consequence of inaction on this project be?
    - What are your major concerns on this project?
    - What is the opportunity cost in maintaining the status quo?

Velocity

- What is the target date?
    - What date you would want to start by?
    - When would you like to have a decision made?
- Why is this date important?
    - What compelling event is driving your timeline?
    - What happens the day after the deadline if this solution isn't in place?

Expectations

- What is a win for you, personally?
    - What defines a successful partnership for you?
    - What have you been asked to deliver?
- What are the potential roadblocks?
    - What departments could potentially slow down the process?
    - Of the people that need to be involved, whose calendar is the tightest?

The DRECT Sales Operations Methodology

The letters of DRECT represent the process through which the Maestro Group rapidly improves Sales operations process and technical implementation.

- Define the desired business outcome Review
- Review current state and next steps
- Confirm efficacy of changes through testing
- Execute changes to achieve business goal
- Tweak changes based on result of testing

We have found that the DRECT process is easy to teach and adopt in organizations, resulting in both short term and long term improvements in Sales Operations.