

Sales Force Evaluation Checklist

This checklist will help you to understand how a Sales Force Evaluation can help your organization and provide some useful links. Check all that apply

Should You Evaluate Your Sales Force?

- Sales performance/revenue is lagging.
- You have questions about the effectiveness of sales management.
- You have concerns over sales selection/hiring.
- You're thinking about scaling your sales force.
- You're going to hire a Sales Manager, Sales VP, Sales Director.
- You're about to hire a large number of new salespeople.
- You're performing due diligence before/after a merger.
- You evaluated your sales force 9-15 months ago and want to know how they've improved.
- You want to accelerate growth.
- Your company is planning sales/sales management/sales leadership development/training/coaching.
- You want to know if you have the right people in the right roles.
- Your company is transitioning from a transactional model to a consultative or solution based model.
- You want your sales force to hunt for more new business.
- You want to know how much better your existing sales force can be.
- You have given up on (or supported) non-performers and you want to validate your instincts.
- You need to know if the sales organization can execute your strategies.
- You want to know if your sales management team is aligned on strategy.
- You need an objective pipeline analysis.
- You have sales teams that underperform compared with others.
- You want to know why you are losing business to the competition.

Number of Conditions Dictating a Sales Force Evaluation

- 0** Congratulations, you're doing great. No need to evaluate.
- 1-3** Your company could benefit from an evaluation. Even just a few issues are worth addressing.
- 4-7** Your company has more than a few conditions that dictate a sales force evaluation. You would see considerable ROI.
- 8-16** You have quite a few of the indicators that we've found in companies that get the most value out of our evaluations. We think you'd find evaluating would be a phenomenal investment.
- 17-20** There's no doubt that evaluating would tremendously help your Sales Force. Seriously, Evaluate.