

SALES LEADERSHIP ASSESSMENT TOOL

The Sales Leader's performance typically has the most direct impact on an organization's growth success. That's why it is important to recognize all the skills and activities necessary to operate a high-performance sales organization.

Do you have gaps lurking under the surface?

Rating Scale: + is a strength; = is acceptable; - is a development area

TACTICAL ACTIVITIES

SALES REP DEVELOPMENT & ACCOUNTABILITY

PERFORMANCE RATING

1. Activity Monitoring.....	+	=	-
2. Behavioral Management (discipline).....	+	=	-
3. In-stride Sales Coaching.....	+	=	-
4. Performance Evaluation.....	+	=	-
5. Performance Improvement Plan (PIP).....	+	=	-
6. Pipeline Oversight.....	+	=	-
7. Recruiting and Hiring.....	+	=	-
8. Rep-level Sales Business Planning.....	+	=	-
9. Role Play Simulation.....	+	=	-
10. Sales Meetings (one-on-one and team).....	+	=	-
11. Sales Ride-Along (in-person, virtual selling, etc.).....	+	=	-
12. Training – Sales Development, New Program Roll-out, etc.....	+	=	-

LARGE OPPORTUNITY TEAM SELLING

13. Engagement with Customer's Senior Leadership Participants.....	+	=	-
14. Lead Sales Strategy in Collaboration with Sales Rep.....	+	=	-

DESIGN & DEVELOPMENT

15. Customer Lifecycle Process.....	+	=	-
16. Performance Metrics Aligned to High-Impact Activities & Processes.....	+	=	-
17. Sales Messaging.....	+	=	-
18. Sales Process.....	+	=	-
19. Sponsor Role in Systems Selection, Design, Implementation & Roll-out....	+	=	-

STRATEGY & PLANNING

20. Buyer and Influencer Personas.....	+	=	-
21. Compensation and Incentive Modeling.....	+	=	-
22. Competitive Analysis.....	+	=	-
23. Financial Performance Review/Analysis.....	+	=	-
24. Focused Industry Segments.....	+	=	-
25. Forecast and Budget.....	+	=	-
26. Go-to-Market Strategy.....	+	=	-
27. Ideal Customer Profile.....	+	=	-
28. Product/Service Positioning and Packaging.....	+	=	-
29. Senior Leadership Team Collaboration.....	+	=	-
30. Value Proposition.....	+	=	-

TOTALS: Strengths (+) _____ Acceptable (=) _____ Development (-) _____

OUTCOME: Development (-) _____ divided by 30 Measured Areas = _____% Gap

STRATEGIC FUNCTIONS