

johnpc ltd: Sales Transformation Focus Questions

1. Organisational Design

1. To what extent is our organisational design driven by legacy culture and practices?
2. Is our structure driven by our strategy?
3. Is it fit for future purpose?

2. Role Profiles and Job Descriptions

1. Are Role Profiles up to date, relevant and fit for purpose?
2. Do they accurately reflect the purpose and reality of the role?
3. Does the purpose of the role align to the objectives of our organisation?

3. Objectives and Targets

1. How do we set targets and objectives?
2. How is progress measured and recorded?
3. Is there a clear line of sight link to coaching and performance management programmes?

4. Target Market Profile

1. Who represents the best fit for our products and services?
2. Are they distributed geographically by industry sector or both?
3. How can we best deploy our resources to penetrate them?

5. Pipeline Management and Forecasting

1. What methodology do we use to manage our pipeline?
2. What qualification criteria identifies our best ROI (return on investment) opportunities?
3. What process do we use to ensure integrity of forecast?

6. Sales Activity

1. What is the quality, quantity and direction of the activity we want our sales team to engage in?
2. How do we record, measure activity?
3. Is there a best practice approach we can adopt?

johnpc ltd: Sales Transformation Focus Questions

7. Opportunity Management

1. What process do we use to qualify opportunities?
2. Do we have a methodology that leads to a competitive advantage?
3. Is this methodology documented and repeatable?

8. Account Management

1. How do we manage our accounts to ensure, retention, growth and wallet share?
2. How do we build long term customer relationships?
3. Is this methodology documented and repeatable?

9. Value Proposition

1. How do we we tell the story of what differentiates us from our competition?
2. How do we establish credibility in the eyes of the customer?
3. Are our salespeople capable of delivering the story?

10. Reward

1. Is the commission plan aligned to our objectives?
2. Does the plan promote the correct behaviours?
3. Is the plan documented, clear, and understood by all?

11. Coaching and Performance Management

1. Is there a link from the process to targets and objectives?
2. Does it adjust and repair poor performance?
3. Is the coaching and performance management process robust and consistently applied?

12. Skills Gap Analysis, Learning and Development

1. Has a TNA (training needs analysis) been performed on an individual basis?
2. Is the training bespoke to our specific needs?
3. How do we measure our return on learning?