

Sales Effectiveness Assessment

Assess all factors on a scale 1-5, with 1 being poor and 5 excellent.



	Factors	Average	Notes
Marketing and Sales Partnership			
Value Proposition	<input type="text"/>		Keywords and compelling copy address value of solution
Consistent Copy	<input type="text"/>		Copy on website, emails, literature, handouts, PR
Email list	<input type="text"/>		Automated email list with valueable content to warm leads
Lead Generation	<input type="text"/>		Telemarketing, Social media, Advertising, Tradeshows, Cold Calling, Drop by's
Value Audit	<input type="text"/>		Marketing accountable for qualified prospects, process
Total	<input type="text"/>	<input type="text"/>	
Sales Personal Attitude			
Helpful Attitude	<input type="text"/>		Sales professional has helpful attitude, ask questions before posing solutions.
Emotionally Intelligent	<input type="text"/>		Sales professional can read people
Astute	<input type="text"/>		Sales professional can turn situation to their advantage . A problem solver.
Tenacious/Competitive	<input type="text"/>		Sales professional works prospects till deal won/loss
Total	<input type="text"/>	<input type="text"/>	
Qualification			
Qualification Assesment	<input type="text"/>		Company has criteria for qualifying an ideal client
Qualification Questions	<input type="text"/>		Sales uses questions to qualify prospects
Pain/Desire Focus	<input type="text"/>		Sales is skilled at raising pain from ache to agony
Advance the Sale	<input type="text"/>		Sales only advances qualified prospects, all meeting advance.
Makes appointment	<input type="text"/>		Enrolls prospects on value, schedules appointments
Total	<input type="text"/>	<input type="text"/>	
Presentation			
Engaging Dialogue	<input type="text"/>		No lectures, no show-up throw-up
Relates Stories of Success	<input type="text"/>		Tells relatable stories
Builds Credibility	<input type="text"/>		Authentically creates trust in compaies ability to deliver
Total	<input type="text"/>	<input type="text"/>	
Closing			
Helps clients decide what's good for them	<input type="text"/>		Assures prospects it's OK to buy
Asks for the sale	<input type="text"/>		Sales fearless in asking if a match
Pricing	<input type="text"/>		Value presentation compelling to
Addresses all concerns	<input type="text"/>		Desire to purchase genuine, no issues whitewashed
Total	<input type="text"/>	<input type="text"/>	
Sales Process			
CRM	<input type="text"/>		CRM used by reps to manage follow up
KPI appointment/call/touch focused	<input type="text"/>		Getting the appointment is the #1 issues, more touches better
Repeatable sales process	<input type="text"/>		Reps use common company process
Sales Training	<input type="text"/>		Continual improvement of skills
Comp plan	<input type="text"/>		Plan encourages long term company success
Total	<input type="text"/>	<input type="text"/>	
Sales Organization Score		<input type="text"/>	