

Building The Sales Engine

Part 1: Sales Process	We're Strong on this	Weak or Needs Attention	Not Relevant to us
1. We have time-driven targets in place (e.g. monthly)			
2. A Scheduled Internal Group Sales Meeting Review			
3. A Schedule of 1:1 Meetings to Review Individual Progress			
4. A Common Language Sales Pipeline			
5. A Reliable Sales Forecasting System			
6. An Effective Set of Criteria for Qualifying Prospects			
7. The data needed to generate leads and opportunities			
8. A Process for Nurturing Leads Over Time			
9. Clear Messaging for New Business Conversations			
10. A Prescribed Approach for Managing Conversations			
11. A Prescribed Prospect Engagement Roadmap			
12. Key Accounts Classification System			
13. Formal (Key) Account Planning Framework & Approach			
14. A CRM System Configured to Shape Sales Behaviours			
15. A Formal Sales Playbook that Prescribes <i>How We Sell</i>			
16. Enablement Tools That Support Sales Execution			

Part 2: People (Resourcing)	We're Strong on this	Weak or Needs Attention	Not Relevant to us
1. Clearly Defined Individual Contributor Sales <i>Role(s)</i>			
2. Clearly Defined Ideal Individual Contributor <i>Profile(s)</i>			
3. Clearly Defined Sales Leadership <i>Role(s)</i>			
4. Clearly Defined Ideal Sales Leader <i>Profile</i>			
5. Right <i>Level</i> of Sales Leadership			
6. Defined / Formal Sales Hiring Process			
7. Formal Sales Onboarding Practices / Programme			
8. Reward System that Drives the Right Behaviours			
9. Coaching Approach for Developing Sales Talent			
10. Career Development Path for Quality Sales Talent			
11. An Attractive Sales Talent Attraction Proposition			
12. A System for Managing Remote Sales Personnel			
13. A Process for Aligning Sales with Non-Sales Functions			
14. We have Effective Territory Structures			