

Molecular Structure of Sales Excellence™

Rating Scale
 1 = Not here
 2 = Sometimes/Poor
 3 = Most of the time/Avg.
 4 = Regularly/Good
 5 = Excellent/Model



1. We have a performance-based culture and publish sales rankings.
1 2 3 4 5
2. The customer is the epicenter of our business plans, actions and culture.
1 2 3 4 5
3. The reward and recognition system reinforces the desired behavior and focus.
1 2 3 4 5
4. Customer feedback is regularly monitored, analyzed and acted upon.
1 2 3 4 5
5. Best practices are actively shared across regions and functions.
1 2 3 4 5
6. Communication is frequent, direct, open, candid, and flows two ways.
1 2 3 4 5
7. We hire talent and integrity versus industry experience.
1 2 3 4 5
8. Proactive recruiting across multiple channels involving field and corporate is exercised.
1 2 3 4 5
9. Our new sales hire training process is developed and implemented.
1 2 3 4 5
10. The sales team has ongoing skills training available on-line through their career.
1 2 3 4 5
11. There are clearly defined roles and responsibilities for each sales position.
1 2 3 4 5
12. Our sales team is segmented by geography, product/service, and/or market.
1 2 3 4 5
13. Our sales process is clearly defined with meaningful metrics.
1 2 3 4 5
14. Sales activity as well as output metrics are available down to the sales rep. level.
1 2 3 4 5
15. There is a high level of integration between marketing, sales and service.
1 2 3 4 5
16. Sales time in motion productivity studies are conducted to identify non-value added.
1 2 3 4 5
17. The sales process is enabled through implementation of a CRM system.
1 2 3 4 5
18. A closed loop lead management system is in place initiating pipeline management.
1 2 3 4 5
19. Inside sales support is available for non-value-added sales time.
1 2 3 4 5
20. Team selling is commonly deployed to provide deal support.
1 2 3 4 5
21. Proposals are developed in a web-based application or archived for re-use.
1 2 3 4 5
22. Sales Management spends at least 60% of the time with reps and customers.
1 2 3 4 5
23. Customer service is a well-defined process to enable problem resolution.
1 2 3 4 5
24. HR, Finance, Operations, Credit/Collections, and Service enable the sales process.
1 2 3 4 5

Tally the results from each question to obtain your assessment score. To schedule a consultation regarding your score, contact Greg Hanlon.

