

How Top Sales Leaders Make an Impact in 90 Days

We all know that people are a vital part of every successful sales function however sometimes there can be other areas within sales that are equally important and also have a huge impact on our ability to sell. Worst case scenario these can even be a huge blocker and prevent you team from selling.

Every business regardless of what product or services they are selling will have these common sales functions.

You can use this tool to quickly evaluate where your Sales Unit is in terms of best practice and from this create your bespoke improvement plans.



Review and benchmark your sales functions in 1 hour regardless of the product or service!



- ✓ Review and benchmark your sales functions in 1 hr
- ✓ Create a Sales Improvement plan fast
- ✓ Generate quick wins to demonstrate capability
- ✓ Start driving predictable sales results
- ✓ Kickstart existing sales units now

Klozers Sales Breakthrough Blueprint

Blueprint for Sales Success

GROWTH PAINS	GROWTH GAINS
<ul style="list-style-type: none"> ✗ Strategising, maintaining positive culture and brand reputation. 	<ul style="list-style-type: none"> ✓ Innovate and set market new trends in existing & new markets as a brand leader.
<ul style="list-style-type: none"> ✗ Building out Leadership Teams, refining Vision & Values, and aligning sales activities with the companies business strategy. 	<ul style="list-style-type: none"> ✓ Command your market & crush your competition as the Go-To player.
<ul style="list-style-type: none"> ✗ Organic growth is stalled, sales targets are missed, there is no control over sales, resulting in erratic revenue. 	<ul style="list-style-type: none"> ✓ Automated systems & process. New channels & markets
<ul style="list-style-type: none"> ✗ Little or no lead generation, sales people unable to consistently generate new sales leads. 	<ul style="list-style-type: none"> ✓ Refine the sales messaging, identify opportunities and create campaigns.
<ul style="list-style-type: none"> ✗ Low staff engagement with poor performers staying & A players leaving. 	<ul style="list-style-type: none"> ✓ Discover what your team needs to focus on right now to grow Sales.

© Klozers 2018 | www.klozers.com

SALES FUNCTION EVALUATION CHECKLIST

Take 60 seconds and score each of the points below that are both relevant and or important in your business.

Please score each of the following statements out of 5.

1 out of five being a serious problem; 5 out of 5 being no problem, we are perfect.

	SALES FUNCTION	SCORE
	Sales Strategy	
1a	Is the Sales Strategy aligned with the Business Strategy?	1 2 3 4 5
1b	Is the Sales Strategy fit for purpose, understood and being followed by everyone?	1 2 3 4 5
	Sales Process	
2a	Are there defined, comprehensive and appropriate Sales Processes in place?	1 2 3 4 5
2b	Are the Sales Processes being consistently followed by everyone?	1 2 3 4 5
	Sales Management	
3a	How are our customer / client relationships being managed?	1 2 3 4 5
3b	How is success measured, recorded and reported?	1 2 3 4 5
	Sales Channels	
4a	Are all the appropriate Sales Channels being used?	1 2 3 4 5
4b	Are all the Sales Channels adequately used and supported?	1 2 3 4 5
	Sales Structure	
5a	Is the Sales unit appropriately structured for the maximum benefit of the people and the customers?	1 2 3 4 5
5b	Does the Sales Structure encourage a winning sales culture?	1 2 3 4 5
	Sales Technology, Tools and Data	
6a	Does the Sales Technology, tools and data enhance customer relationships?	1 2 3 4 5
6b	Does the Sales Technology, tools and data provide accurate management reports and accountability	1 2 3 4 5
	Human Capital	
7a	Is the business recruiting, developing and retaining the right sales people?	1 2 3 4 5
7b	Does the Sales Unit objectively record people performance and review accordingly?	1 2 3 4 5
Total Score out of a possible 70 points		

Focus your people on the high value activities of Finding, Klozing & Growing, and sales are guaranteed



1. FINDING

Pro-actively target new business opportunities to rapidly fill your sales pipeline



2. KLOZING

Reduce sales cycles, move from busy to effective and increase sales performance



3. GROWING

Segment and target accounts to lock out competition and lock in retention & profits.

