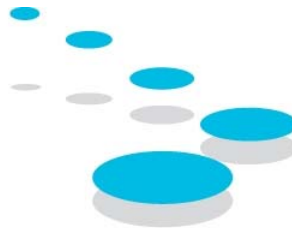




Growth Resources

Business Results & Personal Development for CEOs & Executives

Sales Manager Audit



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Growth Resources, Inc. - Clay Garner - 847-208-8709

CEO Checklist: Growing Sales By Coaching Your Sales Manager

Does your sales manager utilize a process for managing his sales reps to ever increasing growth in sales performance? Can you coaching him or her help achieve greater return on your investment in the sales process?

Use the sales manager audit tool below to discover the answers and launch a coaching effort." Have the manager fill out the questionnaire in advance of your first coaching session:

Goal Setting

- Have specific goals been negotiated with each salesperson?

Yes No

When? _____

- If yes, do those goals make each salesperson "stretch," while still being realistic?

Yes No

- Have the goals been updated to reflect the market?

Yes No

When? _____

Ongoing Feedback

Has the Sales Manager spent time in the field each week with his/her salespeople?

- Yes No

How much time on average?

How much time on average is spent weekly with each salesperson?

- Is a job well done recognized in a timely manner?

Yes No

How?

- Are suggestions for improvement communicated in a way that the salesperson will be receptive to them?

Yes No

- Has the sales managers offered help?

Yes No

Two-Way Communication

- Has the sales manager developed an effective working relationship with each salesperson, and is it unique to that person?

Yes No

- Is communication truly open? Can our account execs disagree, without anxiety?

Yes No

Day-to-Day Coaching

- Is a portion of the sales manager's day spent asking questions of the sales staff?

Yes No

- Is the Q-and-A session planned? Does this activity include note-taking?

Yes No

- Is follow-up action taken as indicated?

Yes No

- For each salesperson, can the sales manager point to one instance when day-to-day coaching paid off?

Yes No

Examples:

Team Meetings

- Are there regularly scheduled sales meetings, dedicated solely to developing greater selling skills in the team?

Yes No

Individual Development

- Can the sales manager name two developmental experiences for each salesperson over the last six months?

Yes No

List developmental experiences for each salesperson:

- Is there a specific sales training plan for each account executive, negotiated and agreed upon between the account executive and sales manager?

Yes No

Personal Growth

- Does the sales manager know the ambitions of each of our salespeople?

Yes No

- What motivates each one?

- Is anything being done to make those things happen?

Yes No

What?

Empowerment

- Has the sales manager practiced asking, "What is your opinion?" as opposed to solving the problem?

Yes No

- Do salespeople have the ability to commit on the spot?

Yes No

- If mistakes occur, are the salespeople supported -- and the experiences viewed as learning opportunities?

Yes No

Recognizing Results

- Are sales production reports distributed and discussed?

Yes No

How often?

- Does each salesperson know his or her standing?

Yes No

- Are the top performers rewarded?

Yes No

How?

Assistance

- Is the sales manager "there" for the salespeople -- before they ask for help?

Yes No

- Is the sales manager regularly reviewing goals, plans and performance?

Yes No

How often?

- Does the sales manager provide regular encouragement and suggestions?

Yes No _____

Action Plan: Please list the actions to be taken to improve our sales management program in the above areas. Include time frames and resources required.

Action: _____

Deadline: _____

Resources needed: _____

Action: _____

Deadline: _____

Resources needed: _____

Action: _____

Deadline: _____

Resources needed: _____

