Answers That The Data MUST Provide

You MUST know the answer to these four critical questions:

1) Can our sales force be more effective?
2) How much more effective can we be?
3) What will it take to accomplish that?
4) How long will it take to accomplish that?

To accomplish this, we need to have the data to answer the following questions:

- How Does Sales Leadership Impact Our Sales Force?
- Do We Have the Right People in the Right Roles?
- What Are Our Current Sales Capabilities?
- How Motivated Are Our Salespeople and How Are They Motivated?
- Why Aren't We Generating More New Business?
- Are We Reaching the Actual Decision Makers?
- Why Isn't Our Sales Cycle Shorter?
- Are We Selling Consultatively?
- Are We Selling on Price and Who Can Become a Value Seller?
- Is Our Value Proposition Consistent?
- Can We Close More Sales?
- Do Our Systems and Processes Support a High-Performance Sales Organization?
- Are We Being Consistent with Our Sales Process?
- How Well Are Our Sales Leadership Strategies Aligned?
- Do We Need to Change Our Selection Criteria?
- Is Our Ramp-Up of New Salespeople Fast Enough?
- Can We Improve Our Pipeline and Forecasting Accuracy?
- Can We Improve Our Sales Culture?
- How Much More Effective Can Our People Be?
- What Are the Short-term Priorities for Accelerated Growth?