

The Action Sales Audit

Review your sales management strategy by filling in the ‘Current Situation’ and then grading your level of concern about making improvements. (Grade 1 = no concern, 2 = some concern, 3 = high concern). Then take action!

	Question	Current Situation	Grade		
1.	How do your sales team spend their time?				
2.	What reports do you ask your sales people to complete?				
3.	How often do you have internal sales meetings?				
4.	What is the agenda at these meetings?				
5.	How do you assess the skills of your sales team?				
6.	How do you measure whether your sales team know what is expected of them?				
8.	How satisfied/happy are your sales team?				
9.	What methodologies do you apply to your sales operation?				
10.	What is your leads analysis methodology and how often is it completed?				