

INTERNAL SALES EVALUATION

1. Handout 3" x 5" index cards to your salesforce and conduct the **Business Betterments Sales Index Card Test™**: What do the results suggest?



SALES INDEX CARD TEST™

1. What is your name?
2. What is your forecast?
3. Where are you relative to forecast?
4. List your top 10 accounts:

Rectangular Strip

5. List 2 things you are doing to support your company's goals:

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- 2. Was everyone able to answer questions 2-5 as well as they did question 1?**
- 3. Has corporate management clearly conveyed the objectives of the company?** This is the old school, “top down” process. Have you truly conveyed the message and needs to all and is it fully understood?
- 4. Do the actions of the sales force (individually and in aggregate) support the company objectives?** Do the individual sales professionals have objectives utilizing the SMART (specific, measurable, attainable, relevant and time bound) concept?
- 5. Does the sales force have the necessary training and tools to perform their job AND manage their performance?** Many business leaders believe their people have everything they need. We recommend asking the sales force this question as well as what they need to improve their performance and being open-minded (encourage the heart). Included in this are having the tools/reports to measure performance and support dialogue on this performance.

If you determine the results are less than satisfactory, please contact us to discuss our GENREV!™ program and how it addresses these and other issues.