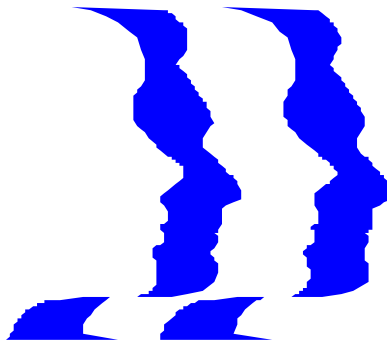


SALES CULTURE SURVEY™

An Organizational Assessment of Sales Disciplines



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THE SALES CULTURE SURVEY™

Companies may develop and implement their sales strategy differently based on their product or service offering and the dynamics of their marketplace. However, certain fundamental sales disciplines are present in successful sales organizations regardless of product, selling process or customer base. The **Sales Culture Survey™** helps you look at seven key elements and define the level of discipline in each area. From this assessment, you can begin to identify where you may want to strengthen your disciplines.

Check each statement that applies to your organization on the line provided. Total the number of statements that apply to your company in each element and multiply them by 10 to give you a total score for each element. When you have scored each element, turn to page 3 to tally your scores and determine your overall sales discipline level.

ELEMENT 1 – PLANNING DISCIPLINES

___	A documented strategic sales plan is driven by individual, team and group plans
___	Sales team members provide input to develop new strategies to increase revenue
___	Succession planning and career development strategies exist for key sales positions
___	Compensation plans are consistent with and support the organization's strategic plan
___	Routine sales meetings clearly communicate the organization's mission, values and vision

___ X 10 = _____ Total Planning Score

ELEMENT 2 – TALENT SELECTION DISCIPLINES

___	Documented hiring models exist for each key position in the sales organization
___	Position descriptions define performance requirements, core competencies and sales/earnings history
___	A consistent process is used for recruiting, interviewing, validating and selecting sales talent
___	Assessments are used to in the selection process to determine skills and behavioral competencies
___	Hiring managers are skilled in interview and selection techniques

___ X 10 = _____ Total Talent Selection Score

ELEMENT 3 – SALES PROCESS DISCIPLINES

___	All sales personnel consistently execute a client-centered selling process
___	The selling process is mapped to identify critical steps
___	Salespeople know how to appropriately use information to make progress in the selling process
___	Salespeople know how to adjust their selling strategy depending on the customer's buying approach
___	Sales support tools are kept current and support the client-centered sales process

___ X 10 = _____ Total Sales Process Score

ELEMENT 4 – LEADERSHIP DISCIPLINES

- ___ Sales management positions are consistent with the strategic sales plan
- ___ Managers measure individual performance and apply the appropriate leadership strategy
- ___ Sales managers practice consistent sales call coaching with a goal toward improving future calls
- ___ Sales managers adapt their leadership approach depending on the person, issue or situation
- ___ Sales managers are actively developing future sales managers

___ X 10 = _____ Total Leadership Score

ELEMENT 5 – ACCOUNTABILITY DISCIPLINES

- ___ Individual performance accountability is consistent with team goals and the strategic plan
- ___ Self-directed performance reviews identify and implement plans for improvement
- ___ Timely sales reports and internal customer information are provided to all sales people
- ___ Sales managers' performance standards define both production and team development expectations
- ___ A reward system exists that reinforces desired results and supports the strategic direction

___ X 10 = _____ Total Accountability Score

ELEMENT 6 – LEARNING DISCIPLINES

- ___ Orientation training includes sales process, product/application and enterprise system
- ___ The learning plan provides an ongoing development strategy for all sales team members
- ___ The learning environment measures progress toward closing skill gaps
- ___ Inter-department learning is used to orient non-sales positions to sales processes and strategies
- ___ Regular local sales meetings focus on strategy, goals and objectives

___ X 10 = _____ Total Learning Score

ELEMENT 7 – CUSTOMER METRICS DISCIPLINES

- ___ Documented customer input contributes to strategies, market focus, and account activities
- ___ Customer satisfaction surveys are conducted on a routine basis that result in actionable items
- ___ The competitive position is analyzed on a routine basis and included in the strategic planning
- ___ Customer focus groups are used to identify opportunities for supplier performance improvement
- ___ An active customer advisory panel with a documented charter holds regularly scheduled meetings

___ X 10 = _____ Total Customer Metrics Score

SALES CULTURE SUMMARY

Transfer the scores from pages 1 and 2 to this chart and then total your scores for each element.

Discipline Level

Elements:

ELEMENT
SCORE

1. PLANNING	_____	10	20	30	40	50
2. TALENT SELECTION	_____	10	20	30	40	50
3. SALES PROCESS	_____	10	20	30	40	50
4. LEADERSHIP	_____	10	20	30	40	50
5. ACCOUNTABILITY	_____	10	20	30	40	50
6. LEARNING	_____	10	20	30	40	50
7. CUSTOMER METRICS	_____	10	20	30	40	50

TOTAL SCORE:

THE SALES DISCIPLINED SCALE

TOTAL SCORE	DISCIPLINE LEVEL	ACTION REQUIRED
280 - 350	Strong	Your organization has many sales disciplines in place to effectively grow your business. Continue to seek ways to improve your practices and adapt to the dynamics of your market.
210 - 279	Developing	You have some disciplines in place but others need to be strengthened. Identify those areas where your disciplines are weak or impeding your ability to grow your business. Develop a strategy to correct the weaknesses.
140 - 209	Weak	Few disciplines exist to be a high performing sales organization. Focus on those areas with the most impact on your business development objectives. Take action immediately.
0 - 139	No Discipline	Your organization does not have the necessary disciplines in place to effectively grow your business. Re-examine your direction and develop a plan to define and implement the practices necessary to be successful.