

Companies may develop and implement their strategies differently but fundamental sales disciplines are inherent in successful organizations. Regardless of your business, the **Sales Culture Survey™** helps define your level of discipline in each key area. The survey helps

- ❑ **Identify organizational strengths**
- ❑ **Focus on improving performance**
- ❑ **Improve business results**

The Survey

The Sales Culture Survey gives you a meaningful perspective on your company's performance by examining thirty five practices in seven key elements of sales effectiveness. Each of these areas requires strength and discipline in order to be successful.

- Planning & Organizing
- Selecting & Hiring Top Performers
- Sales Processes & Resources
- Sales Leadership
- Accountability for Performance
- Learning
- Customer Input

The Discipline Scale

The Sales Culture Survey rates your sales disciplines based on the overall health of your company.

Strong: sufficient disciplines are in place to grow the business

Developing: some disciplines in place but others need attention

Weak: few disciplines exist to be a high-performing organization

Undisciplined: lack of discipline to necessary grow your business

Business Application

The Sales Culture Survey™ helps you uncover hidden problems that are impeding your company's progress and creating obstacles to success.

Performance Management

Is your company competent at managing performance? The survey helps you start the process of involving people in improving organizational effectiveness. It examines the way you set expectations, monitor results, develop capabilities and measure and reward performance.

Talent Selection

Have you been frustrated with hiring mistakes and miscast employees? The survey helps identify areas where you can improve your staffing processes and hire the right people for your business.

Talent Development

Are your people performing up to your expectations? Your leadership and sales talent need to be aligned with your strategies and possess the competencies to deliver results. The survey helps focus on the key areas of building a top performing team.

Customer Strategies

Are you and your customer on the same page? The survey helps you recognize the practices that are keeping you from reaching your full potential as a customer-focused organization.



Sales Disciplines

- ❑ **Planning**
- ❑ **Talent Selection**
- ❑ **Sales Process**
- ❑ **Leadership**
- ❑ **Accountability**
- ❑ **Learning**
- ❑ **Customer Metrics**

ExSell

6009 Arden Court
Rockwall, Texas 75087
972 475 2494
www.exsellpro.com