



Top Practices of World Class Selling Organizations

1. Senior sales leaders embrace and communicate a compelling vision that promotes a passion for winning.
2. Rigorous effort is spent in selecting the right people. Attracting and hiring superior talent is a constant activity of sales management.
3. Senior executives anticipate market requirements, including the use of technology to improve productivity, and enable responsiveness.
4. Revenue, cost-of-sales, growth, profits, market share, and customer satisfaction are among the primary measures used to evaluate progress.



5. The sales process is clearly defined and documented. It is used as the

reference of “best practices” and the foundation for continuous improvement.

6. Sales managers see Coaching as their most important role. They seek individual excellence while promoting the achievement of team goals.



7. Competitive benchmarking occurs annually as a basis for learning and improving upon the value being offered.
8. Speed is a core value. The sales organization studies where time is invested to identify gaps where productivity improvements can be made.
9. Building long-term customer relationships is pursued aggressively, to promote retention and minimize competitive presence.
10. Compensation systems are adapted regularly and progressively reward achievement.
11. Year-round learning is seen as the cornerstone for improving sales effectiveness.
12. What occurs “behind-the-scenes” is considered as important as the efforts of the front-line. From product development to engineering, the organization is

committed to create customer-friendly systems that work.

13. Product and service solutions are innovative, flexible, and reliable.
14. Celebration and recognition are organization-wide activities, used to promote employee satisfaction and retention.
15. Everyone in the organization assumes responsibility for adding value to the customer
16. “Management by Fact” is an expectation of sales management. The organization expects the sales staff to be business managers, requiring business plans and monthly forecasting by their sales teams.



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