

## Sales

- ❑ Are you concerned with your sales team's close rate?
- ❑ Does your sales team follow your defined sales process? If so, is it working? If not, why not?
- ❑ What metrics do you track to measure sales performance?
- ❑ Could my channel mix improve revenue and the bottom line?
- ❑ Our products are great, but we get outsold by the competition. What can we do to change this?
- ❑ Is your sales process a "standard" one or custom designed to fit your products and services?
- ❑ Is yours a complex B2B sales cycle and does your sales team encounter challenges navigating through the sales cycle getting all decision makers on board?
- ❑ Are you concerned whether your actions to motivate, retain, and energize your sales team are achieving the desired results?
- ❑ Does your sales compensation plan drive the desired behavior?
- ❑ Is my sales organization structure optimized to deliver?
- ❑ My sales team is good; how do I make them great?