

## Is your company in need of sales change?

Answer the 10 statements below and total up your score to reveal the health of your sales operation.

	<b>Strongly disagree</b>	<b>Disagree</b>	<b>No opinion</b>	<b>Agree</b>	<b>Strongly agree</b>
1. We have a clearly articulated sales strategy	1	2	3	4	5
2. We have a strong recruitment process	1	2	3	4	5
3. Our compensation and commission package supports our sales strategy	1	2	3	4	5
4. We have a clearly documented sales process	1	2	3	4	5
5. Our sales systems are clearly supporting the sales effort	1	2	3	4	5
6. Our training programmes are linked to appraisals and our business goals	1	2	3	4	5
7. We effectively integrate management information and sales activities	1	2	3	4	5
8. Our marketing campaigns and sales activity work in unison	1	2	3	4	5
9. We have harmonised KPIs to manage performance across the region/country	1	2	3	4	5
10. Sales force utilisation and channel allocation rules optimise our cost of sale	1	2	3	4	5

### How did you score?

- 40 – 50 You appear to be in good shape. Are you sure?
- 30 – 40 You need to focus on the areas of weakness
- 20 – 30 You are in need of a moderately scaled sales change programme
- 0 – 20 You are in need of a fully orchestrated and resourced sales change programme

If you scored 30 or less you may want to review the health of your sales operation. If so, help is at hand. For your **FREE Sales Change Audit** with a qualified TACK consultant, email [marketing@tack.co.uk](mailto:marketing@tack.co.uk) or call **01494 766 633** and ask about Sales Change.