



## Sales Management Scorecard: How Did Your Sales Manager(s) Rate?

The Maximum Score Possible = 68 Points

- **Master** – Sales Manager: **62 – 68 Points**
- **Advanced** – Sales Manager: **55 – 61 Points**
- **Intermediate** – Sales Manager: **48 – 54 Points**
- **Moderate** – Sales Manager: **41 – 47 Points**
- **Basic** – Sales Manager: **Less than 41 Points**

### Master – Sales Manager: 62 – 68 Points

Congratulations, you are among a Visionary Group of Sales Managers that have the Unique Desire, Willingness and Ability to Develop both the Strategy and Culture components of your Sales Management position and as a result, you are as much an Effective Sales Leader as you are a Sales Manager.

You spend time searching out new and innovative ways to Develop Your Sales Team by reading about cutting edge Sales Management Tools and Processes and then seek to understand how to integrate these Tools and Processes into your Sales Management System.

You have the ability to separate through the clutter and confusion that is bombarding the internet about how to Develop Sales People and Processes in a manner that Results in Improved Profitable Sales Growth Performance and extract the data this is most meaningful to your sales team based on their unique individual as well as overall team needs.

You have effective leadership that can take various thoughts, ideas and concepts and integrate them into a new revenue stream.

### Advanced – Sales Manager: 55 - 61 Points

You are eagerly out on the Internet Learning about New Sales Management Tools and Applications and looking for ways to Leverage these Tools to Gain and Maintain a Competitive Edge.

You have a Thorough Knowledge of Key Sales Management Coaching and Development Tools and Methodologies and you are Leveraging them Fairly Effectively to Improve the Productivity and Performance of your sales team.

The area that is most likely holding you back from Achieving and Maintaining Greater Levels of Performance is your ability to Integrate your Sales Management tools into an Automated System that Maximizes the Efficiency and Effectiveness of your Time and Resources.

### **Intermediate – Sales Manager: 48 - 54 Points**

Your understanding of Key Sales Management Tools and Methodologies is developing.

You have a Coaching and Development Plan and you are Executing Your Plan.

It is likely that rather than having a Sales Management “System” you have Various Sales Management Tools and Processes that are Developed to Various Stages. It is also Highly Probable that you can and will be making Immediate Improvements to your Sales Management Methodology based on the Best Practices listed in this quiz.

You are Capable of Achieving Significant Revenue Improvements within the Next 90-120 days as a result of some Minor but Important Improvements to your Existing Sales Management Structure.

### **Moderate – Sales Manager: 41-47 Points**

You are using Sales Management Tools, but you either don't have an Effective Sales Management Strategy in place or you have an Effective Strategy but it is not being Executed Effectively.

In most cases we see Sales Organizations that score in this range having a Series of Tactical Plans that have been developed by Various Parties with Various Levels of Sales Management Knowledge and Experience but the Sales Organization Lacks a Resource to Convert their Tactical Sales Management Plans into a Revenue Generating Sales Management Strategy.

### **Basic – Sales Manager: Under 41 Points**

Everyone has to start somewhere, so congratulations even if you are just beginning to research Proven Sales Management Tools and Processes that can help Improve the Productivity and Performance of your Sales Team.

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## **Sales Management “Training Tips” That Improves Sales Performance**

### **How To Focus Your Sales Management Resources**

A word of advice whether you are considering building a new Sales Management Training / Coaching System or developing an existing system, would be to look to the “Root Causes” of the Pain, Problems and Challenges you are facing vs developing and executing an endless stream of tactical plans to solve an endless stream of

common sales organizational challenges.

### **Focus on the “Cause” vs “Effect”**

An example would be if your goal was to increase sales and the plan that you had in mind for increasing sales was to reduce turnover through more sales coaching. Although that likely would help achieve your goal, it might not be the most effective solution.

### **Recruiting and Hiring “Ideal Sales Candidates”**

For instance, what if the reason for your sales organization’s inability to achieve increased sales performance is that your organization is not recruiting and hiring the best quality candidates for your sales positions? Then you could spend a great deal of time and money training and coaching your new hires just to find out that they did not even possess the natural characteristics to enjoy a long term career in sales and therefore would always present a motivational challenge.

### **Ideal Sales Candidate Profiling Tools**

As a result, although you may well achieve short term revenue increases, the increases achieved will be just a portion of what a team of highly skilled and motivated sales people would be capable of achieving. There are tools available that will identify sales candidates that possess Ideal Sales Candidates Profiles and that will perform on average among the Top 10% of Sales Candidates in the Job Market. These profiles can be purchased for less than \$1 per sales candidate.

### **Where To Focus Your Sales Management Resources**

Think of the extraordinary amount of time, energy and resources it takes to continually motivate sales people that lack self motivation. These resources could be used for coaching and motivating “high achievers.”

### **20% of Sales People Achieve 80% of Sales Results**

On average, 20% of a sales force achieves 80% of a sales organization’s sales results. Imagine the impact of focusing your efforts on developing the Top 40-50% of your sales team instead of spending 80% of your time trying to motivate and deal with the endless challenges brought on by the bottom 50% of your sales team, where 98% of sales managers spend the vast majority of their time.

### **Common “Cause” vs “Effect” Scenarios**

Another common “Cause” and “Effect” scenario is sales organizations not achieving the maximum level of

sales performance they are capable of achieving because of “unwanted turnover.” The “Effect” is Unwanted Turnover but the “Root Cause” of the unwanted turnover is the compensation plan, job description or performance goals.

### **Compensation Plan**

In the case of the wrong compensation plan, Sales Managers in these situations spend their precious time, energy and resources recruiting, hiring, training and coaching motivated sales people that always have their eye on competitive job postings where they could be better compensated.

### **Job Description**

In the case where ineffective job descriptions are in place, the root cause of turnover or unmotivated sales teams is that the job description had set false expectations and regardless of the coaching you provided, it wasn't possible to meet the expectations.

### **Performance Goals / Performance Benchmarks**

The same would hold true if there weren't accurate performance benchmarks in place so that the goal setting process was flawed and the established goals were just not achievable. This creates both motivational and poor performance issues.

### **Wasted Sales Management Time & Resources**

These are very common scenarios that even highly experienced Sales Managers face, and by looking at tactical elements of the situation rather than taking a strategic overview of the Sales Management System, precious time and energy are wasted and the desired performance improvement goals are not achieved.

### **Compass and Roadmap to Greater Sales Management Success**

For those businesses that are looking for proven methods to increase the success of their Sales Management Training, the compass and roadmap are listed above. Look into the areas listed above that are missing from your existing Sales Management Training System, learn how these processes work, and the value they would provide in terms of Increased ROI, and then integrate them into your existing Sales Management Training System.

### **Interested In Reaching A Sales Management Rating of 160 in 1 Week**

Outbound Excellence has developed a “Turn-Key” SaaS Sales Management Training Offering that evaluates your existing Sales Managers Skills and Needs, and then within 1 Week will develop your Sales Management System, regardless of its current state or rating, to a Rating of 160.

Within 1 week your Sales Management team will have both the tools and training they need to Achieve and Maintain Maximum Sales Growth Performance from their sales teams.

## **Outbound Excellence – Sales Management Training - SaaS Offering**

Here's what you'll receive as part of your "Sales Management Training SaaS offering:

### **New SaaS Sales Management Training & Coaching System**

- 1) NEW! 2011 Sales Management Instruction Manual
- 2) 150 Proven Sales Management Tools
- 3) All Tools Plug-n-Play for Immediate Use
- 4) Sales Management Skills / Needs Analysis
- 5) Tailored Sales Coaching Toolkit - based on needs analysis
- 6) 4 Hrs. 1 on 1 Tailored Training
- 7) 12 Monthly 1 Hr. Coaching Sessions
- 8) 1 Yr. Unlimited Phone and Email Support – answers, tools and solutions

### **Sales Management Training – SaaS Pricing**

- Bundled System as Listed Above \$795

### **Sales Management Training – SaaS Solution**

The following links include a 1 Page HTML eMail overview of our Sales Management Training SaaS offering as well as a link to a webcast which provides a more detailed look at how the system works as an integrated solution.

#### **1 Page Overview: Social Media Sales Growth System**

[1 Page Overview of Sales Management Training SaaS Offering](#)

#### **2011 Sales Management Training – Best Practices Guide**

[2011 Sales Management Training Best Practices Guide](#)

#### **Webcast: Sales Management Training – Best Practices**

[Sales Management Training - Best Practices](#)

Please feel free to call if you have any questions.

In A Relentless Pursuit Of Excellence ...

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