
Questions for Business Growth

NEW SALES

What are your sales strategies and how might they be further enhanced?

1. What is your current method of customer acquisition? List the process.

2. How well will your current sales system support you as you grow? Will this need to change?

3. What do you anticipate your selling structure will look like when your company is: a) double its current volume, b) triple its current volume, c) quadruple its current volume, d) ten times its current volume?

4. What are the most pressing concerns you have in terms of gaining new sales and hitting your sales targets?

5. Outside of your sales department, who would you consider to be effective sales representatives for your company (ex. tech people, installers, referrals sources, etc.)

6. Do you actively encourage people outside of the sales department to increase your sales? Please comment.

5. What is your strategy for hiring and retaining A-level sales reps?

6. Do you have a consistent process for training new sales reps? If yes, is it in writing? Please comment.

7. On a separate piece of paper, please provide a list of sales team members and their monthly sales activity for the past two years.

8. What are the top strengths and weaknesses of each person in your sales department?

9. Who are the strongest members of your sales team?

10. Who are the weakest members of your sales team?

11. How are your salespeople compensated?

12. How well do the members of your sales team gain (or protect) margin for your business?

13. To what extent are their sales based on price?

14. Are you successfully managing your sales team to profitably deliver on your goals for revenue and profit? How might you improve in this area?

15. How do you ensure that your marketing efforts are focused on your most profitable customer segments?

16. Have you pursued e-business or used e-channels for sales? If not, is it time to start pursuing this?

Sales (please check all that apply)

Do your potential customers need / want your products and services?

- need it / want it
- need it / don't want it
- don't need it / want it
- don't need it / don't want it

What is your sell cycle?

- a one-call close
- two to three calls
- three to six months
- more than six months

On whom do your salespeople call?

- Presidents or owners
- VPs or other top administrators
- technical end users

What is the average size of an order?

- less than \$1,000
- \$1,000 - \$5,000
- \$5,000 - \$20,000
- over \$20,000

What percentage of time do you spend selling new vs. current accounts?

- 75% new and 25% current
- 25% new and 75% current
- 50% new and 50% current
- 60% new and 40% current

What is your customer development like?

- sell them once and move on
- sell them on a regular basis
- sell them on a renew yearly
- sell and service them

Who does the closing?

- a salesperson
- the salesperson only plants seeds
- inside people do the closing
- someone else does it

How often are presentations made?

- once to a single decision-maker
- once to a group
- multiple times to individuals
- multiple times to a group

How much performance pressure is placed on salespeople?

- high
- medium
- low
- no pressure