



## **Sales Productivity Audit**

***Companies depend on the successful performance of their sales organisations for sustained revenues.***

***Productive sales teams contribute greater revenues at less cost. After a period of working in the same culture and environment, it is easy for the sales force to lose its cutting edge. Sales efficiency gradually decreases and productivity declines.***

***An external and objective assessment can identify simple ways to put the power back into your business development process.***

### **Measuring Sales Effectiveness**

The adage that "Nothing happens in business until someone sells something" is quite true. However, what is really important, is not what your sales force can sell, but how productively they sell. The performance of your sales force is one of the major factors that contributes to your company's success.

Sales Productivity is an increasingly important issue for organisations that want to get the most from every dollar of their sales expense. But the days of thinking that sales productivity can be measured by the number of sales achieved out of a certain number of calls are well and truly gone!

### **Sales Productivity**

We define sales productivity as:

*Achieving financial value by leveraging customer loyalty through the sales efforts of your total organisation.*

Achieving sales productivity is therefore a complex issue.

An important part of productivity is getting organised, setting a clear direction and communicating your sales goals to people in a meaningful way.

Common symptoms of sales performance problems that you might be experiencing are:

- ◆ Inadequate connection of sales force activities to your strategic business plan.
- ◆ Declining or steady sales revenues.
- ◆ Increased costs of sale.
- ◆ Low levels of sales motivation.
- ◆ Inconsistent performance across branches.
- ◆ Extended time required to close sales opportunities.
- ◆ Failure to maximising leverage from existing customers.
- ◆ High turnover of sales people

Recent changes in sales processes and customer expectations have made many traditional selling methods outdated. Make sure that your sales organisation is capable of addressing your needs in the most productive and efficient way.



### Sales Productivity Audit

The sales productivity audit is a low cost and efficient way to determine the underlying reasons behind sales results that fall below your expectations.

Conducted by consultants with sound sales expertise and a knowledge of selling across many industries, our audit reviews sales effectiveness across four integral aspects of sales productivity:

*Strategy* - the way in which you build customer relationships and deploy your sales people in the field.

*Systems* - the methods that you use for planning, monitoring and reviewing sales process rather than just results.

*Supervision* - the effectiveness of sales managers in leading dynamically performing sales teams.

*Skills* - the capabilities of your sales people in building relationships, differentiating your products and adding value to your customers.

### A Complete Analysis

The sales productivity audit analyses your total sales process at both strategic and tactical levels.

The Sales Productivity Audit:

- ◆ Reviews the total sales process and gains perceptions from all levels - executive, management and sales representatives.
- ◆ Uses a defined structure to minimise time and intrusion.
- ◆ Is conducted through a combination of individual interviews, surveys and research to ensure a thorough coverage.
- ◆ Reports on sixteen important factors that impact sales performance.
- ◆ Includes specific action recommendations for improved results.

With the total process included in a single fee, the Sales Productivity Audit is the obvious starting place to ensure that you are getting the most from dollar of your costs of sale.



**SALES  
PRODUCTIVITY**

### Sales Productivity Audit

*For more information on how Sales Productivity can help you to increase the performance and effectiveness of your sales team, please call or fax this information to us.*

Please send me more information on the 'Sales Productivity Audit'

I would like to talk to a consultant.

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

email: \_\_\_\_\_

**Sales Productivity Pty Ltd**

**ACN 006 313 159**

**PO Box 178 Bulleen Victoria 3105**

**Phone (03) 9850 7683**

**Fax: 0400 200 855**

**PO Box 1518 North Sydney**

**NSW 2059. Phone (02) 9959 4311**

**Fax (02) 9959 4388**

**mail@salesdirections.biz**