

# 19 Questions

1. How does sales leadership impact our sales force?
2. What are our current sales capabilities?
3. How motivated are our salespeople and how are they motivated?
4. Can we generate more business?
5. Can we be better at reaching actual decision makers?
6. Can we shorten our sales cycle?
7. Can we sell more consultatively?
8. Can we more effectively sell value?
9. Is our Value Proposition consistent?
10. Can we close more sales?
11. Do our systems and processes support a high performance sales organization?
12. Can we be more consistent with our sales process
13. How well are our sales leadership strategies aligned?
14. Do we need to change our selection criteria?
15. Can we improve ramp-up?
16. Can we improve our pipeline and forecasting accuracy?
17. Can we improve our sales culture?
18. Who can become more effective in their roles?
19. What are the short-term priorities for accelerated growth?



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