



Quick Assessment of Your Company's Sales Profile

Instructions: Use this form yourself or ask multiple members of your sales and management teams to complete it anonymously. Compile your responses. Use it as a conversation starter to discuss sales and growth issues.

DATA

2005 Sales _____
 2006 Sales _____
 2007 Sales Projections _____

Number of accounts greater than 5% of your revenue _____

Who are your whales?

Score your company: 1 to 5

- | | |
|---|---|
| <ol style="list-style-type: none"> 1. <i>Company fatal weakness</i> 2. <i>Worse than competitors</i> 3. <i>Same level as competitors</i> | <ol style="list-style-type: none"> 4. <i>Better than competitors</i> 5. <i>Unique competitive advantage</i> |
|---|---|

	1	2	3	4	5
Company's marketing/branding and messaging	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prospecting process	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sales process	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Process for growing existing accounts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sales management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sales staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sales information dashboard	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Finish these statements:

My company's biggest growth issue is _____.

Today, the one sales area I need help with is _____.