



Sales Excellence Diagnostic 2014 v7.0

There are many factors that can affect the success of a sales organisation. How do you know where to start? We created the Sales Excellence Diagnostic to answer exactly that question. It is **based on a review of over 700 sales best practices research cases**, cross-checked with **in-depth practical experience of sales success in multiple environments via clients, partners and our own projects (over 150 client cases)**. Our research approach continually scans the sales world, which means we do the hard work in discovering what works, so you don't have to.

Substantially updated in 2014, Version 7.0 of the Sales Excellence Diagnostic **starts with the voice of your customer**. Asking 12 critical questions, it enables you to truly discover how they view your sales organisation. We then use an internal assessment to **investigate 82 sales best practices** divided into 10 core areas. These 10 areas reflect the reality of selling in today's data driven, smart-consumer world, and include **customer revenue strategy, lead generation, information model** and **new business acquisition**.

Two versions of the diagnostic exist, one assessing how management believes the organization is set up, and one assessing how sales people actually experience it. When these viewpoints are combined with the voice of the customer diagnostic, **it drives a very clear, customer centric improvement plan** based on a highly grounded analysis.

SED is completed conveniently on line to enable speedy completion and collation of results.

Benefits: Organisations will gain the following benefits from the Sales Excellence Diagnostic

- ✓ **Objective and impartial view** of areas for improvement in the sales organisation, including the voice of your customer
- ✓ **A shared mandate for change** due to group involvement in the assessment
- ✓ Low cost with substantial insights
- ✓ Access to **top quality sales excellence expertise**
- ✓ **Broad ranging view** of your sales system
- ✓ **Comparison and benchmarking** across divisions and territories

The Selling Interactions Difference: Our programmes are based upon our extensive research into sales best practice. Currently, our database holds details of over 700 research cases. At the same time, 100% of our focus is on creating pragmatic, actionable training that sales people find invaluable in securing their targets. With a twin focus on attitude/behaviour and strategy/process, Selling Interactions programmes equip participants with the best chances of sustainable success.

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