



Analysis Needed to Prepare for Top Sales Team Performance

Companies concentrate extensive time and resources to develop and improve their products and services and create marketing strategies to promote and sell them. And that's good. But one key component in the marketing and sales process often goes neglected.

In many cases adequate time and resources are not put into assuring that a qualified team of sales people has been put in place—and retained—to enable the company to achieve optimal sales team performance and to meet its sales goals.

What does it take to create and develop such a team of sales professionals?

An organization can begin the process by focusing on its sales goals and from there defining the sales team that will be necessary to reach these goals. With the assistance of a consultant with proven sales team performance analysis tools, the organization can determine the characteristics necessary for each sales team member to contribute to meeting the organization's sales team performance targets.

In this process the company will develop a clear picture of the ideal sales team member. This includes defining the behaviors, skills, training and experience that will equip the sales team members to achieve the sales team performance targets. Another factor that should be considered is whether the company offers sufficient motivation through compensation, incentives and other means to attract and retain the ideal candidates and drive them to desired sales team performance.

Accurately defining these necessary characteristics—personal and professional—will guide the company to plan and implement successful sales team recruiting efforts. An accurate assessment of needed sales team performance characteristics will enable the company to create an effective recruiting and hiring process, from pre-screening through final interviews.

At the same time, the company also needs to assess its existing sales team performance. Is the existing sales team meeting established sales goals? If not, why not?

Which of the characteristics identified as essential to optimal sales team performance does the existing sales team members lack?

Once these questions are answered, the company can develop a strategy for helping the existing team members develop and strengthen the skills necessary to improve sales team performance and meet the company's sales objectives.