



## Developing Strong Sales Team Performance

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One of the most important components of having a successful business is developing strong sales team performance. Losing a top performer can have a negative impact on customer retention, future sales and profits. People may leave an organization when they feel that management is not listening to their needs. To help increase the likelihood of keeping your sales talent, it is important to understand the needs of your sales team. If management does not attempt to meet these needs, employees will take their talents elsewhere. A regular assessment of the sales team is an effective way for management to find out what steps need to be taken to keep employees satisfied.

What motivates your employees and how will you retain them? Knowing what motivates your employees to work hard (whether it is including them in sales decision-making or higher pay) is a way to help with overall retention. Another aspect to consider is training and supervision. Do your employees feel that they received adequate training before being sent out into the field? Is sales leadership effectively supporting their efforts?

Employee retention can be hard to predict, but a sales team assessment can address this issue. The assessment can include information about the future plans of your employees. This information is extremely beneficial to help organizations attract and retain top performers, enhancing strong sales team performance.

There are many benefits to a sales team assessment survey. The surveys can be completely customized to meet your organization's individual needs. The results are instantaneous and can be viewed online at any time. Data that you receive can be tracked by demographic, location or market to more easily develop effective regional planning. The sales survey program itself can even offer tips and tricks to improve sales effectiveness in regions that management identifies as needing improvement.

The end result of a proper sales team assessment is a tool that allows management and leadership real-time data, fact-based information and recommendations for creating a sales department that is effective and continuing to grow and develop.

Ultimately, your organization has access to information from the assessment that can help improve sales performance and employee retention.