



Sales Analysis Particularly Valuable in a Down Economy

A periodic sales analysis is essential to helping a company maintain a competitive edge, particularly in a time of changing market conditions and a struggling economy.

A very valuable part of a good sales analysis program is assessing your sales team to determine which members have what it takes to adapt to change and succeed in the face of challenges. It also can help your company see which sales team members could benefit from additional training—and what type of training—and which sales team members may be a poor match to effectively represent your company and products.

The sales analysis also can help you develop a profile for the ideal sales person for your company and products in terms of personality, motivation, professional skills, experience and training.

This profile also will help guide your company in hiring new sales team members. The findings will help you develop a job description that not only describes the position and responsibilities but accurately lays out for job seekers the personal and professional attributes candidates must possess to be a good fit for the job opportunity.

The profile will further guide those responsible for recruitment and hiring to design and implement a screening, interviewing and final selection process for the company's sales positions. This will significantly increase the likelihood of hiring people who are an ideal fit for the company, have the potential to adapt with the company to changes in markets, technology and economic conditions, and have the potential for advancement in the company.

The sales analysis also will help your company assess the qualities of existing sales team members. The analysis will help you identify skills gaps so you can develop and provide training to fill the gaps and better equip team members for success.

The sales analysis also may identify opportunities for restructuring your sales team to better leverage talent. It also helps identify opportunities for improving incentives so you can reward and retain top performers.

When used effectively, a sales analysis serves as a valuable tool for reorganizing and rebuilding your sales organization and elevating its level of performance to potential.

If you are a looking for world-class leadership solutions to support selection, performance and retention of a top performing sales team, or you desire to increase your company's sales by optimizing customer retention, call us at (877)434-2677 to find out how Growth Dynamic can help.