

S.E.A.™

Sales Effectiveness Analysis

Are You Getting The Most From Your Sales Team?

You can't control market conditions, but you can take control of your company's sales performance.

What if...

- √ ... you identified the reasons your sales force isn't meeting your expectations?
- √ ... you gained an expert, objective view of your sales organization?
- √ ... you were able to benefit from the experience of top companies in the industry?

Our S.E.A. sales diagnostic brings you the experience and objective analysis that can make the difference in achieving top performance.

"A prudent question is one half of wisdom."

Franics Bacon

There are many factors that influence the effectiveness of a sales organization.

With the challenges in today's marketplace, it is critically important to remove any internal roadblocks that hamper top performance.

Evaluating these factors in your organization to uncover areas for improvement is the first step—*problems that are often not visible to company insiders.*



Our S.E.A. Sales Effectiveness Analysis consists of a three step process:

- 1. Survey team:** Crucial data will be collected from business leaders, sales management and a cross section of the sales team. Being an objective third party and assuring confidentiality, employees will be encouraged to adopt an open and frank communication style that can be instrumental in uncovering key issues.
- 2. Identify gaps:** The results of the surveys will be correlated and compared to industry benchmarks. The issues that are likely impacting sales performance will be identified.
- 3. Prepare recommendations:** A report will be provided that outlines survey results, the gaps that have been identified, and a complete set of recommendations as to how the company can improve sales effectiveness.

Surveys can be conducted in person or remotely depending upon the available budget and client-specific considerations.

Pricing depends upon the size of the organization and the implementation methodology—usually ranging between \$4,000 and \$15,000 for the complete sales diagnostic.

**For information, please call 203-366-1500
or email info@sales-group.com**
