



Sales Process Evaluation

Getting in the habit of maximizing your efficiencies – in all aspects of your business – is a great habit to cultivate.

Periodically, like with your car, you should look at all the systems in your business and make sure they are running optimally. Then if anything is found lacking, you can make any necessary repairs – before you are stuck on the side of the road – frustrated.

It is just a good habit to systematically go through and evaluate all your systems. Here's an example of questions to ask to do a quick evaluation of your sales:

- Do you know the number of sales you currently have per day, week, or month?
- Do you track that? Do you reference it regularly?
- Are your numbers consistent? Have your numbers grown over time? Are they in a decline?
- Do you know the ideal number of closed sales you need/want per day, week, or month?
- Do you have an actual process by which you sell? Is it in writing? Is it effective?
- Have you optimized your sales process and your human capital?
- Do you know your close ratio? (The sales conversations you have – what percentage - say yes?)
- Do you know why customers say yes?
- Do you know why customers say no?
- Do you have specific written answers to common sales objections? Do you use this with all sales calls?
- Do you, if you have a team, train regularly with each other to keep up the consistency of your message and sales process?
- Do you share tips and tricks you have learned along the way? Do you codify the best tips and possibly include them in your written sales process?

These are a few ideas designed to make it easy for you to do a quick self-evaluation of your sales department. I hope they help and are a catalyst for your improvement, and/or celebration!