

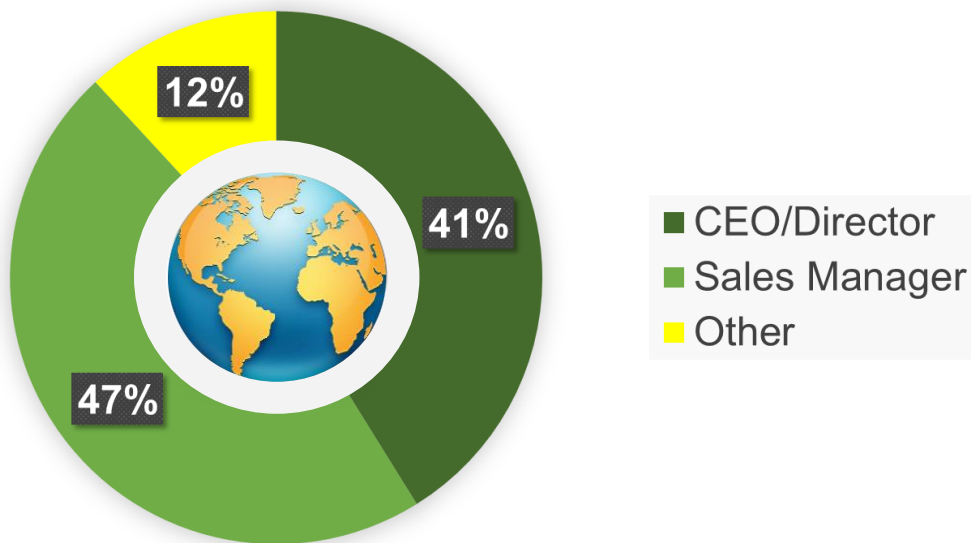


Sales Excellence Survey 2017

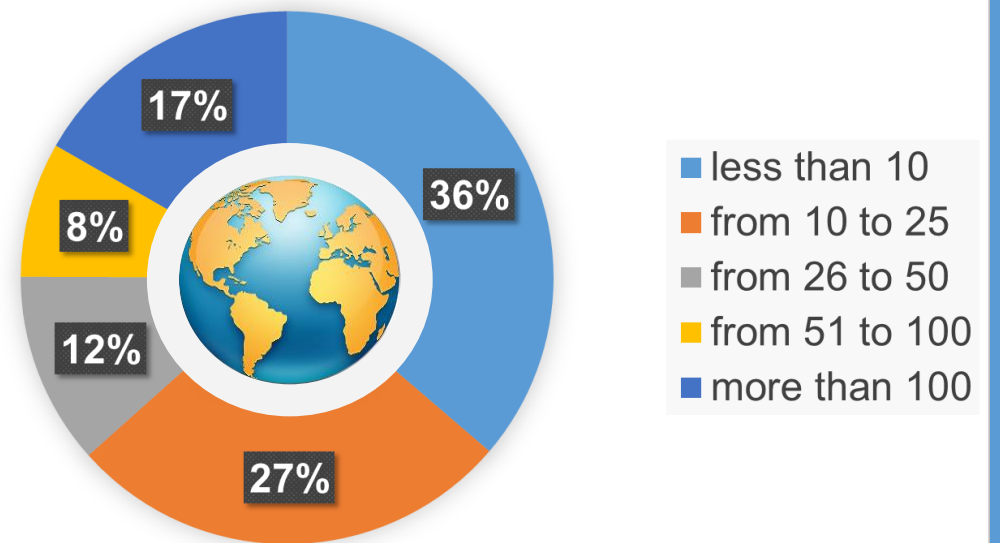


Participation: 20 Countries | 12 Industry Categories | 926 Respondents

Respondents by Position within Org



Respondents by size of Sales Org



Sales Excellence Survey 2017 - Framework

Sales Practices

How we see our internal environment

33 Statements

- Sales Strategy (3)
- Sales Process (4)
- Sales Support (5)
- Sales Team Behavior (5)
- Sales Rep Competence (9)
- Sales Culture (7)

Drivers

Sales Situations

How we see our Customers

4 Statements

- Sales Situations (4)

Situations

Sales Management

What we do as part of our daily work

9 Statements

- Customer Sat Survey (1)
- Organization Structure (2)
- Sales Force Development (4)
- Sales Targets (1)
- Sales Reviews (1)

Actions

Sales Results

The results we deliver

7 Statements

- Market Share (1)
- Revenues (1)
- Profits & Margins (2)
- New Products (1)
- Key Accounts (1)
- Achieving Targets (1)

Performance

Sales Excellence Survey 2017 – Results: Highlights

10 most important drivers of Sales Excellence

- Each member of your sales team has a systematic account management planning process for each of their customers
 - Your sales strategy is documented in writing
 - For each step of the sales process/workflow you have defined training modules, checklists/instruments
 - Your corporate strategy defines explicit sales topics
 - A detailed description of the steps of the processes/workflows is documented in written form
 - Your corporate structure fully supports cross functional approaches which are initiated by sales (e.g. matrix structures)
 - Your CRM tool is integral to the company, populated with relevant information and regularly updated by the sales teams
 - The image of sales inside your company is excellent
 - You use a blended approach when developing the sales competence of your sales staff (ie e-learning or virtual learning combined with classroom training)
 - Your sales strategy is clearly defined
- Common to 2012

Sales Teams in Top performing organizations have..



Sales Management: Organization Structure

Do you have a dedicated sales force for Key Customers?

