

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

The Value of the Sales Team Assessment to the Sales Executive©

By Bill Truax

The Sales Team Assessment is almost an unheard of event for most companies. Primarily because most consulting firms don't do it. They may provide some form of critique of the sales teams' effectiveness while reviewing the companies overall operations, but a real Sales Team Assessment is rare.

A Sales Team Assessment can be of two varieties. The first is to get a broad overview of the workings of your sales team in light of the objectives and resources of the company. This also includes an analysis of the skill bases required and their level of achievement in the field.

The second type of assessment is for a specific reason or goal. For example, you may be introducing a new product line and want to assure that your sales team is ready to hit the ground running.

You may be entering a new market and want to get your field force "fine tuned" for the event. If you have a semi-mature product or sales force, it may have been years since some of your sales team have done any prospecting. You may have many senior level sales professionals whose prospecting skills have atrophied! No one's fault, just a fact. With the need for opening new markets and gaining new customers, this could become a real problem.

Or maybe it is just about time someone other than you looked at your sales team's operations.

By having this assessment conducted by an outside firm you can get an impartial and independent view of how your objectives are being understood and what, if anything, needs to be done in order to assure goal achievement. You also get the benefits of a different perspective.

Here is how we conduct the 5 steps of a Sales Team Assessment:

©1995 W.J.Truax

The first step is my meeting with the sales executive to establish goals for and the format of this assessment.

The Value of the Sales Team Assessment to the Sales Executive©

Second, I meet with the sales professionals and managers to let them know what I will be doing and why, the goals of the assessment, and how it will be conducted.

Third, I go into the field make calls, and work with the individual sales professionals and managers. One of my objectives is to compare the goals of the company with the day to day activities of the sales team.

Fourth, at pre-selected times I meet with the sales executive to review the findings prior to finishing the report.

Fifth, the final report is presented and discussed along with specific recommendations.

Now for those of you who are familiar with large consulting firms and how they conduct overall operations audits, the Sales Team Assessment may seem somewhat trivial. However, most sales executives would be surprised at how many of their sales professionals have dramatically different goals from those of the company resulting in a myriad of inefficiencies.

If the same situation existed in manufacturing, it would be corrected immediately. Sometimes sales takes a little longer to act. The Sales Team Assessment can let senior management know where adjustments need to be made.

Fine tuning of the sales team can have dramatically positive results especially when you have a need to accomplish some short term goals like opening new territories or markets or penetrating existing customers more effectively.

The small amount of money spent on a Sales Team Assessment even when followed by specific skill based training can provide the results you are seeking from an expensive marketing campaign or new product introduction.

It is hard to believe that so much money can be spent on bringing a new product to market without providing some specific effort assuring that the sales team is fully geared up for the event. But many companies do just that and then wonder why they don't have the results they had expected.

So now you can see the value of the Sales Team Assessment to the Sales Executive.

Sell Well and Often™

Bill Truax
Bill@BlitzCall.com
800-253-1214

© Copyright 2006 WJ Truax

Bill Truax is a Sales Management and Field Operations Consultant living in Cleveland, Oh. He conducts Sales Team Assessments trains Managers and Leaders, and Field Sales Professionals both

in the field and in workshops. He has written 3 books on Prospecting and Making Cold Calls and conducts a variety of skill based seminars, workshops, and train the trainer programs. Visit his website at

www.BlitzCall.com

Retail Executive Dashboard Does Not Serve Front Line Sales Managers

By Steven Lipschitz

Retail Dashboards are pictures of spreadsheets used by executive managers to visually identify around five key performance indicators. Dashboards have gauges, like the speedometer in a car, and graphs and colour, to draw attention to areas of strong and weak performance of each retail store and the organisation as a whole. They may display: sales per hour, items per sale, average sale, conversion rate, and wage to sales ratio - at the store, regional, and national level.

The purpose of the Dashboard is to enable executive managers to effectively communicate strategy and objectives to area managers who then reinterpret the strategy into actions for each store manager. Ultimately it is the Salespeople on the shop floor who carry out the activities that satisfy the objectives of the company.

Sophisticated Dashboards allow executives to produce `what if' scenarios, save them, and send them down the line to their area managers. But mostly, there is an upward reporting of numbers and a downward communicating of strategy – meaning that the statistics are lost at the individual Salesperson level.

For example, an executive dashboard may show each store's `sales per hour' KPI (Key Performance Indicator) compared to each other store but it does not show each Salesperson's `sales per hour' compared to each other Salesperson within the store. Therefore it is impossible for the executive to know - at the individual Salesperson level - how to improve sales performance.

Particular to the retail industry sales are made on the shop floor. Not by telephone or meetings, or online purchase. While branded merchandise and store design attracts customers to the shop it is almost always the Salesperson who makes the sale. But in almost all cases Salespeople have no individual daily sales target because there is no system in place to generate objectives, goals, targets at the individual sales level.

This represents a problem because area managers, who have been tasked by executive managers to improve sales performance, have no further information about the KPI activities within that store.

Once the merchandise and store displays have been checked by the area manager, the next logical step is to look at the POS (Point of Sale) reports to identify poor areas of performance. And here comes the surprise! – Not a single POS system is able to tell managers which Salespeople performed better than others. Why, simply they do not have a time sheet (roster) attached to Sales Targets so have no way of calculating predicted or actual individual sales goals.

Some attempts use spreadsheets to figure out individual sales goals but spreadsheets fall over. They inaccurately produce goals as they do not weight fast and slow periods of the day. They are not connected to a dynamic time sheet - meaning if the roster changes the goals do not, but should. Spreadsheets take time to copy, past, edit, modify, and correct mistakes. And there is no feedback system for comparing actual performance - compared to everyone on the shift.

While an executive manager can see that a particular store is underperforming, because a KPI is lower than the other stores, they cannot determine who in the store is underperforming on the same KPI.

So what's the big deal? If you cannot determine low KPI's at the individual Salesperson level in retail then you cannot improve individual sales performance based on statistics - and dashboards are pretty pictures about statistics – which we interpret as instructions for changing behaviors. Dashboards cause executive managers to want to change behaviors across the organisation but, as you can see, they do not help front line store managers change behaviors at the individual staff level.

Effectively increasing sales in retail - by focusing on the sales skills and behaviors of each individual salesperson, requires a sophisticated, easy to use, web-enabled system, that communicates the objectives of the organisation to each individual salesperson - on a level playing field. Such a system will report both up and down the organisation so that staff at every level can understand the objectives of the organisation clearly, statistically, and fairly.

Steven Lipschitz has a 12 year track record in Internet enabled applications and today specializes in Retail Software. He is the developer of Retail Performer – software that translates Retail Sales Objectives into an easy to use desktop and web service application. For further information visit Retail Performer:

<http://www.retailperformer.com>



This Free E-Book has been brought to you by Natural-Aging.com.

[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!