

Sales productivity optimization assessment

Faithful to our philosophy of providing you with *multiple ways to access SalesLab's advanced sales expertise*, we are offering free online tools.

Unlike most of what's available on the Web, our assessment tools are *not sales gimmicks* but are designed to provide a somewhat in-depth *consulting experience*. You can use them to benchmark your organization – and leverage our experience – free of charge.

The *underlying model* we are using is based on more than 10 years of consulting in the field of marketing and sales execution. It does not represent universal truth, but it does leverage our cumulative experience with hundreds of companies in various industries and countries. We felt it was robust enough to be made available to you, without the assistance of our consultants.

Apply

The model, through interlocked questions, is applied to the *3 levels of your execution chain*:

- The organization
- Management
- Team execution

At each level, you will assess the current state of your company, in regard to each of the following *9 levers of sales productivity*:

- Go To Market strategy
- Processes
- Planning methodologies
- Demand generation & sales tools
- Knowledge
- Skills & behaviours
- Time effectiveness
- People management
- Monitoring execution

Levers of sales productivity



This tool is designed to help executives and managers benchmark their organization and identify ways to increase sales productivity.

What outcome should you expect?

Once you have completed the assessment, your organization's benchmark will be available as a summary:

- by level of execution chain
- by lever of sales productivity

For your reference, you will also have:

- the list of questions to which you answered "Don't know" or "Doesn't apply to my organization"
- the list of all questions with your detailed scores

How to use the tool?

Simply answer each question by using one of the ratings below:

- 4 = Yes, optimal
- 3 = Yes but perfectible
- 2 = Not quite what we need
- 1 = Not at all
- 0 = I don't know or it doesn't apply to my organization

How to get the most out of it?

Select a cross-section of individuals who know how your company operates in sales & marketing but who may provide different

perspectives and opinions (i.e. people from marketing and sales, service or partner representatives, staff and field individuals, multiple business units or geographies, various hierarchical levels, etc.).

You will develop a broader, more accurate picture of your organization's reality and may find structural differences between entities to learn from.

Getting started

The assessment procedure is completely anonymous.

For your convenience, we will ask you for an email address, which can be anything and will not be checked or used for commercial purposes. This will allow you to get back to your assessment and complete or modify it at a later stage, at your own pace.

We will ask you to characterize your business generically by responding to a few questions. This will enable us to enlarge our industry benchmarks and identify trends. This overall knowledge is available to you.

If you complete the assessment as part of a consulting engagement with SalesLab, you will have to identify yourself.

We hope that you will enjoy the experience and find the outcome useful. Please give us feedback at spoa@saleslab.info to help us further improve.

All rights reserved—SalesLab Holding SAS

178 boulevard Haussmann, 75008 Paris, France – Capital 37,000 € – SIRET 444 942 734 00013 – RCS Paris B 444 942 734 – APE 741 J – VAT N° FR 59 444 942 734

Advanced sales expertise...

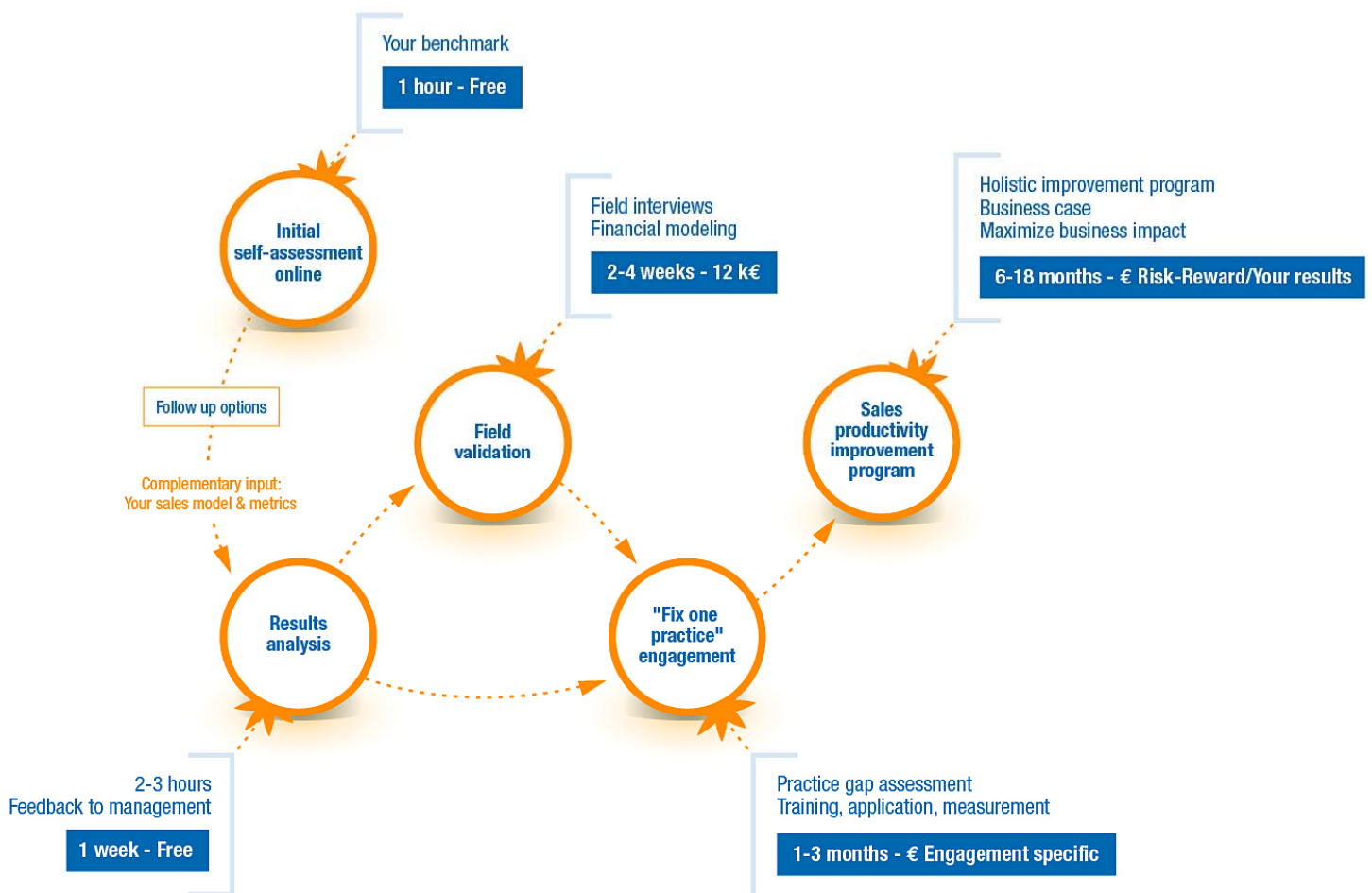
the way you want it



Your marketing & sales execution is a systemic issue

Follow up options

Should you wish to extend this assessment, or require advice regarding your marketing & sales execution, feel free to contact us at spoa@saleslab.info



All rights reserved—SalesLab Holding SAS

178 boulevard Haussmann, 75008 Paris, France – Capital 37,000 € – SIRET 444 942 734 00013 – RCS Paris B 444 942 734 – APE 741 J – VAT N° FR 59 444 942 734

Advanced sales expertise...

the way you want it

