



# Sales Performance Management Gap Assessment

Check any statements that apply to your organization, to identify potential weaknesses in sales process execution that may be impacting your sales effectiveness.

	Yep, this is a gap!
<b>1. We focus on results and numbers – but little attention is paid to <i>how</i> those results are achieved (the behaviors).</b>	
<b>2. We have sales training, but we don't manage to it (we don't follow up after training).</b>	
<b>3. We “sort of” have a sales process. It's informal and executed differently throughout the organization.</b>	
<b>4. Our internal partners (technical staff, service, distribution) who call on customers or participate in the sales process aren't trained or aligned.</b>	
<b>5. Managers don't effectively provide in-field coaching or feedback.</b>	
<b>6. Sales managers often function as salespeople, rather than leaders and coaches.</b>	
<b>7. Our “people” systems — sales process, performance reviews, business planning, career development, sales training, compensation, coaching — lack alignment.</b>	
<b>8. Our sales selection system (attracting and hiring talent) is unreliable. We make too many bad hires.</b>	

If you checked one or more of these statements, The Loyalty Group may be able to help. [Click here to contact Phyllis Roteman](#), TLG's sales performance management consultant, to find out how.