








## SITUATION SURVEY DOES YOUR SALES TEAM NEED A TWEAK?

It's tough to keep the sales cycle running at an optimum these days. Battling daily market fluctuation while trying to provide quality customer service is no easy feat. Combine that, with cultivating new business in a climate where no one wants meet with you or answer their phone, and it's easy to see how frustration levels always seems to run high.

Take the following survey to see how well your team is set up for success. Rate your answers from 1 to 3, with 1 being weak to 3 being very strong.

	1	2	3
 Our customer relationship standards provide for high value communications and periodic customer satisfaction surveys.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
 We have a sales team that is highly educated on best methods for achieving profit margin goals.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
 The lines of communication are always open between sales and operations.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
 Performance expectations and benchmarks are well established and routinely reviewed.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
 We provide our team with the technology, tools and training they need to succeed.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
 Our sales department is schooled on the importance of brand messaging.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
 Sales team members routinely use the appropriate social media platforms to promote the company and nurture lead generation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How well did you do? If you scored a total of 18 points or less, consider having a review done to pinpoint weak spots and find best solutions.

**[SCHEDULE A SALES TEAM REVIEW](#)**

