



Is Your Business at the Big Boys' Table?

Somewhat tongue in cheek but as with most humor, some truth lies within. If you're in the B2B space and place a high value on sales, do your answers reflect that value?

- Are all top-line leaders engaged with and benefitting by the sales team efforts and results?
- Does your firm have a plan to increase market share when the economy changes course?
- Does your firm understand when it's time to move from sales to account management? Are you sure you understand the difference?
- Do you have competition that is trying to commoditize the product so as to establish a price advantage?
- Is your company considering spending money on marketing intelligence to gauge branding alignment and customer satisfaction?
- Is your company's product management firing on all cylinders?
- Are you struggling with communication silos between say operations, sales, finance, service?
- Are margins increasing at point of sale or are you having to lower internal costs to increase margin?
- Has your sales approach remained the same for more than five years?
- Does the cost of sales increase and decrease in line with company profitability?
- How many of your key accounts include your sales team in their annual planning?
- Is your customer retention as valuable as new client acquisition...is farming more profitable than hunting?
- If you have multiple product/service offerings, are you experiencing double digit growth in client adoption?
- Are you achieving reduced cost of new client acquisition or is this cost remaining high?
- Has sales management adopted the need for having both "Hunters" and "Farmers", or favoring one over the other, in the environment?
- Are you struggling to break into a new market such as into enterprise accounts from the SMB space?
- Does your sales team have SOPs for tactical topics such as Territory management, Large Account Planning; Greenfield Strategies; Selling to the C Suite?
- Is there a clear career path for sales resources in your firm?

