



## Sales Health Audit

**May 2023 Update: For promotional reasons, through August of 2023, Paradigm is offering at no cost a partial Sales Health Audit. Any two of the seven attributes noted below would be included.**

How healthy is your company's sales culture? Is your customer churn at a good place? Is your turnover rate a question? Do you feel your offering is taking the market share it deserves? Are you comfortable with the alignment of marketing, sales and operations? Is your sales compensation plan punishing or rewarding you? Does your sales leadership have the right tools? Are you getting all the intel you need from sales?

If one were to go about adjusting any one of these items, ideally it would be done with full and objective awareness of how its affected by the other items, and that the chosen item is in fact "the string to start pulling on".

Let us help you by performing a Sales Health Audit. This can be applied to a sole proprietor who also does the sales, to a company with an established sales team and leader. Below are some of the topic that would be addressed.

- ✚ Leadership assessment for awareness and approach
  - Sales collaboration with product management, marketing, operations as applicable.
  - Transactional vs relational sales approach and execution.
- ✚ Alignment of brand to value proposition. And how the value prop is supported.
- ✚ Pre- and post-sales support assessment, such as engineering, project management.
- ✚ Some foundational basics for sales enablement:
  - The sales role charter i.e., defining their roles & responsibilities.
  - Compensation plan.
  - ROE (Rules of Engagement), contracts, ...
- ✚ Sales' career ladder
- ✚ Assessment of sales management
  - Metrics used.
  - Tools used such as territory and/or account plans, CRM.
  - Training for the team...skills, technology, attitude
  - Collaboration with marketing, operations, etc.
  - Methods of lead generation.
  - Hiring criteria.
- ✚ Assessment of current sales team

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