### Play #16 Exercise: Creating a Structure for Sales Excellence

Using the information in this Play, answer these questions. If the answer to any question is “No,” you need to improve your sales structure accordingly before you move forward.

1. Have you met with your entire team to explain that “Sales is everyone’s job”?

|  |  |
| --- | --- |
| * Yes | * No |

1. Is the senior team involved with sales? Are they making sales calls with the team?

|  |  |
| --- | --- |
| * Yes | * No |

1. Have you had discussions with clients and prospects regarding how they perceive your products and services?

|  |  |
| --- | --- |
| * Yes | * No |

1. Have you installed a Customer Relationship Management system?

|  |  |
| --- | --- |
| * Yes | * No |

1. Do you have 100% utilization compliance from the sales team for the CRM system?

|  |  |
| --- | --- |
| * Yes | * No |

1. Are you and your Senior Team conducting regular sales coaching sessions?

|  |  |
| --- | --- |
| * Yes | * No |

1. Do you have the best people possible on your sales team?

|  |  |
| --- | --- |
| * Yes | * No |

1. Are the best salespeople in the best territories with the best products?

|  |  |
| --- | --- |
| * Yes | * No |

1. Have you established a consistent referral program?

|  |  |
| --- | --- |
| * Yes | * No |