

Sales System Checklist



1 Component 1: Measurement

	STRONG HERE	WEAK HERE	NOT RELEVANT
1. We have time-driven targets in place (e.g. monthly)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. A Common Language for Opportunity Progress Tracking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. A Commit-level Sales Forecasting System	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. A Compelling Scoreboard that shows Progress & Gaps	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. A Scheduled Internal Group Sales Meeting Review	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. A Schedule of 1:1 Meetings to Review Individual Progress	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2 Component 2: Sales Enablement

	STRONG HERE	WEAK HERE	NOT RELEVANT
1. The Data for Targeting Prospects & Accounts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Opportunity Creation Playbook (e.g. Value-Messaging)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Opportunity Capture Playbook (e.g. Engagement Paths)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Planning Tools (e.g. meeting planning)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Formal (Key) Account Planning Framework & Approach	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. A CRM System Configured to Shape Sales Behaviours	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3 Component 3: Sales Resourcing

	STRONG HERE	WEAK HERE	NOT RELEVANT
1. Clearly Defined Sales & Sales Leadership <i>Role(s)</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Clearly Defined Sales & Sales Leadership <i>Profile(s)</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Defined / Formal Sales Hiring & Onboarding Process	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Compensation Approach that Drives the Right Behaviours	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Training & Coaching Programme	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. Career Development Path for Quality Sales Talent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>