

Progressions Inc.

Sales Training & Consulting



12 Components to Effective Sales Management Evaluations

How are you evaluating your sales effectiveness?

Evaluating sales people is a difficult task and yet there are some primary objectives in commonality for most any type of sales organization.

Divide your appraisal process into these categories and personalize each one to your particular company, goals and mission. These characteristics should speak to the core values of your organization and to your core values as a leader as well.

- Sales results.
- Sales quality.
- Sales activity.
- Selling skills.
- Job and product knowledge.
- Self-organization and planning
- Participation in varying aspects of job and team
- Administrative, sales reporting, etc.
- Expense control.
- Customer relations.
- Company relations.
- Personal characteristics.

Make sure you are inspecting what you are expecting in each of the above categories. The only true measurement of this is through joint calls, coaching and the systematic review of job function and customer response. Remember your calling officer is an extension of you and your brand.

How do you want to be seen in the public's eye?

Here's wishing you success.

Lynn Giuliani