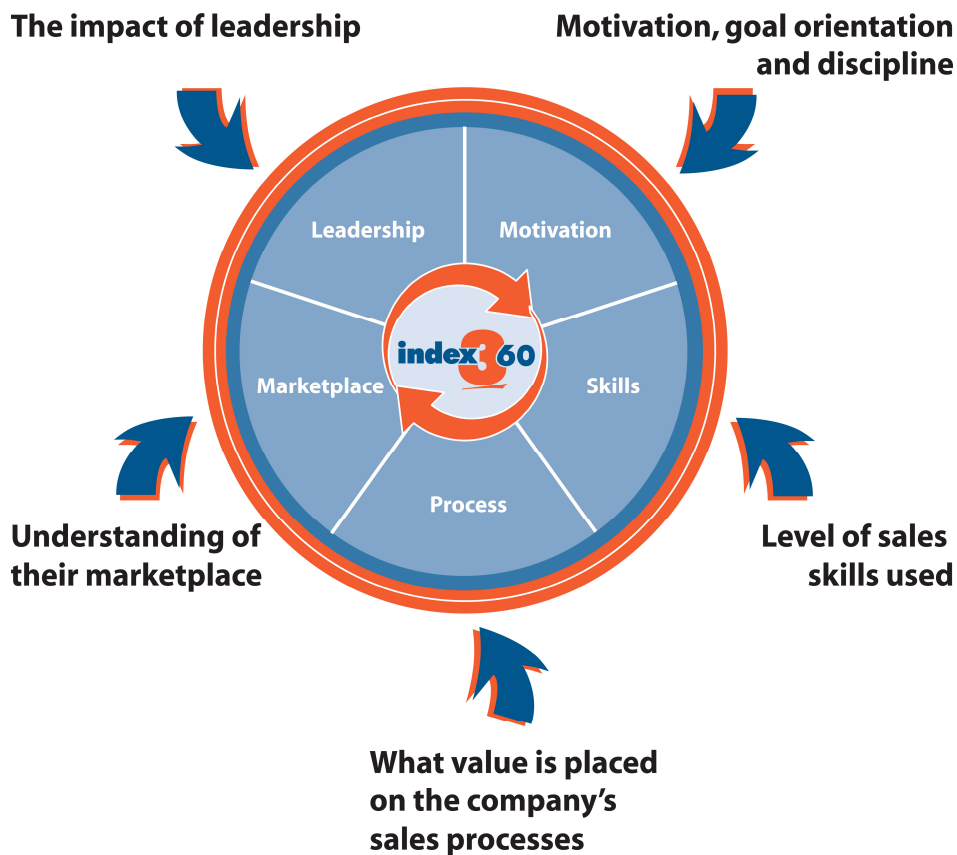


salesPerformanceindex360© investigates how sales teams perform, exploring what is and isn't working in the eyes of salespeople. It focuses on their strengths and development needs in terms of five drivers:



salesPerformanceindex360© was developed in 2004 and in 2006 it was used as an integral part of a groundbreaking research project endorsed by ISMM (Institute of Sales and Marketing Management and STA (Sales Training Association) into the current health of sales teams in the UK. The research involved over 400 participants from 19 organisations. It can be used with any number of people, from a small team to a whole organisation. Comparisons can be made between different teams, regions, etc.

When to use it

- For organisations who wish to improve the performance of their sales teams.
- To provide a clear measure of what sales people really think about the issues facing them.
- To provide a basis for discussion and involvement among sales people.
- To provide a means of measuring progress on a regular basis.
- To assist leaders/managers in maintaining the momentum, commitment and ownership of their sales people to achieve goals.
- To enable sales teams to focus on the areas 'that really matter' not on assumptions.
- To measure leadership effectiveness.
- To encourage the sharing of best practice between sales teams.
- To highlight strengths and skills gaps.
- To highlight where training interventions are needed.

"It gave me an objective and true appraisal of the morale and feelings of my sales organisation, in the past it had been difficult to gauge this effectively when running a multi-team sales business. I now know more clearly where the strengths and development needs of my team really are". Nigel Slater, Head of Sales, Merial Animal Health.

Example of the Questionnaire



The Questionnaire
IT Survey, Test Dept,
TestCo Ltd

The 58 'statements in the Questionnaire are simple and direct, focusing on key aspects of change

Bottom Top 01. Company leaders set and encourage the achievement of consistently high standards
Disagree 1 2 3 4 5 6 7 Agree

Bottom Top 02. I act quickly and decisively once I have a plan in place
Disagree 1 2 3 4 5 6 7 Agree

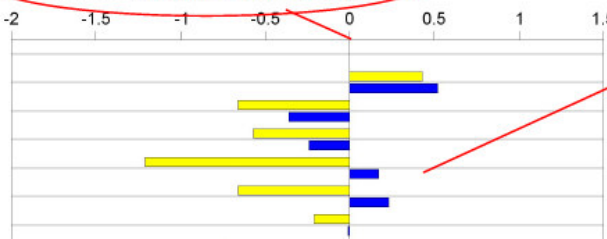
Bottom Top 03. I can open a meeting or a call confidently and set the right tone and emphasis
Disagree 1 2 3 4 5 6 7 Agree

Bottom Top 04. Commitments and promises made to customers are kept to
Disagree 1 2 3 4 5 6 7 Agree

Bottom Top 05. There are good opportunities in the market space we operate in
Disagree 1 2 3 4 5 6 7 Agree

Example of report

Benchmark: Average Response (5.30)



SECTION IV

There are different views between the two locations on keeping customer records up to date and preparing thoroughly for meetings

Process

- (12) The sales systems and processes are simple and helpful
- (33) We regularly explore new and innovative ways to create sales opportunities
- (52) I measure my success rate and use this information in my planning
- (41) Our customer records are up to date
- (19) I prepare thoroughly for meetings and have a strategy
- (04) Commitments and promises made to customers are kept to

Key: ✓ Strength * Development Need ++ Low Consensus ✦ Gap in Perception

SECTION IV

| Process | City (11) | | | | | | | West End (17) | | | | | | | | | | | | | | | | | | | | |
|---|-----------|----|---|---|---|---|----|---------------|----|----|----|----|----|----|----|----|--|--|--|----|----|---|---|----|----|----|----|----|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | | | | | | | | | | | | | | |
| (12) The sales systems and processes are simple and helpful | 16 | 14 | | | | | 70 | 9 | 9 | | | | | 82 | 6 | 12 | | | | | 94 | | | | | | | |
| (33) We regularly explore new and innovative ways to create sales opportunities | 27 | 9 | | | | | 64 | 9 | 9 | 9 | 18 | 36 | 9 | 18 | 12 | | | | | 71 | 0 | 6 | 0 | 0 | 35 | 18 | 41 | |
| (52) I measure my success rate and use this information in my planning | 9 | 27 | | | | | 64 | 0 | 9 | 0 | 27 | 36 | 27 | 0 | 24 | 12 | | | | | 65 | 0 | 6 | 18 | 12 | 12 | 35 | 18 |
| (41) Our customer records are up to date | 36 | | | | | | 64 | 18 | 18 | 0 | 0 | 36 | 18 | 9 | 12 | 12 | | | | | 76 | 0 | 6 | 6 | 12 | 18 | 29 | 29 |
| (19) I prepare thoroughly for meetings and have a strategy | 18 | 27 | | | | | 55 | 0 | 9 | 9 | 27 | 18 | 36 | 0 | 29 | | | | | | 71 | 0 | 0 | 0 | 29 | 24 | 12 | 35 |
| (04) Commitments and promises made to customers are kept to | 18 | 9 | | | | | 73 | 0 | 0 | 18 | 9 | 36 | 18 | 18 | 12 | 12 | | | | | 76 | 0 | 6 | 6 | 12 | 24 | 35 | 18 |

SECTION IV

Process

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| | Whole Survey (28) | City (11) | West End (17) |
|---------|-------------------|-----------|---------------|
| Average | 5.28 | 4.94 | 5.50 |
| (12) | 5.79 | 5.73 | 5.82 |
| (33) | 4.82 | 4.64 | 4.94 |
| (52) | 4.93 | 4.73 | 5.06 |
| (41) | 4.93 | 4.09 | 5.47 |
| (19) | 5.18 | 4.64 | 5.53 |
| (04) | 5.21 | 5.09 | 5.29 |

West End team are generally more positive in this area