

Sales Coach Checkup

- a) Customer Experience
 - i) Company branding and Market presence
 - ii) Company logo
 - iii) Overall Appearance of areas where clients will interface with you
- b) Call, Email, and Internet response
 - i) Initial greeting
 - ii) Response time to get their question(s) answered
 - iii) Automation of responses where appropriate
- c) Internet phone listing
 - i) Retrievable by company name and city
 - ii) Retrievable by product/service and city
- d) Industry/Trade Presence
 - i) Article Writing
 - ii) White Papers
 - iii) Newsworthy Presence
- e) Website Presence
 - i) Searchability
 - ii) Navigation
 - iii) Look and Feel
 - iv) Conversion
- f) Social Media Presence
 - i) Using 1 or 2 of the best for your target audience
 - ii) Quality of presence
 - iii) Conversion probability
- g) Sales Process
 - i) Documentation
 - ii) Easy to duplicate consistently
 - iii) Driven toward the company's sales goals and culture
 - iv) Integrated with marketing efforts
 - v) Finding and using a CRM/Sales Contact Database
 - vi) Sales Promotion
 - vii) Review Process of what is working and what is not
 - viii) Monitoring of Sales Results
- h) Recruitment of Sales personnel
 - i) Initial and Ongoing Sales Training to both Sales and Non-sales Personnel
 - ii) Internal or outsource decision
 - iii) Incentives and Contests
 - iv) Short-term and Long-term Recognition