

Company: _____



Your Name: _____

Date: _____

Howard Consulting Group

Challenges Faced by Sales Management

If returning by Fax: Please circle the number of any issue that, if the situation were changed, would financially impact your company in a positive way. Then place a star in front of those issues of greatest concern.

If returning by E-mail: Please change font color to red of any issue that, if the situation were changed, would financially impact your company in a positive way. Then bold those issues of greatest concern.

Measurement & Reporting

1. Salespeople drop a prospect right after the forecast comes out, we don't know about it until the next forecast
2. Can't tell if we will meet our sales goals during the period
3. Don't know the true sales cycle for each product
4. Difficulty assessing new salespeople
5. Can't see the middle of the pipeline, just what is going in and coming out

Management Time

6. Don't have enough time to travel with all the salespeople
7. Don't have time to talk to each sales person about each prospect
8. Don't spend sufficient time with those salespeople who need help

Management Effectiveness

9. Have no way to know about problem prospects unless alerted by salespeople
10. Learn too late about lost opportunities (too late to get in and help reverse)
11. Don't have tools to be as proactive as I would like, find myself being mostly reactive
12. Don't have accurate information regarding why business is being lost
13. Don't have a system that tells me which prospects a salesperson needs help with
14. Don't have a method to identify a salesperson's recurring problems

Salesperson Effort

15. Unaware of intermittent lapses in salesperson's effort
16. Difficulty assessing the effort of the salespeople

Salesperson Effectiveness

17. Can't determine specific salesforce training needs
18. Can't pinpoint strengths and weaknesses of individual salespeople
19. Difficulty assessing salesperson's impact on a territory
20. Salespeople are not focusing on the best revenue opportunities

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Challenges Faced by Salespeople

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Salesperson Time

1. Too busy to prospect
2. Too busy to inform management of their activities
3. Doing too much farming and not enough hunting
4. Don't know how to best allocate their time

Salesperson Effectiveness

5. Don't know when to bring in sales management help
6. Spend too much time working on the unlikely opportunities
7. Difficulty separating buyers from information seekers
8. Don't understand what needs to be accomplished to advance a sale
9. Not prospecting enough
10. Don't effectively re-qualify throughout the sales process
11. Closing ratio is too low
12. Sales cycle is too long
13. Don't understand what they need to do to shorten the sales cycle
14. Don't know how to avoid steep hills and valleys of sales performance

Measurement & Reporting

15. Difficulty forecasting future sales
16. Unrealistic opinions of opportunity closing potential (rose colored glasses)

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