

Sales Process Design – Part 1 Sample team survey

Pre-session Survey of Sales Team - for workshop session planning

(v1.0 – prepared by Peter Fillmore of SmartFunnel)

(Note – this needs careful review / discussion / tuning with Sales Exec and senior Exec/CEO)

Getting to know the “ABC Corp” sales team

Name _____ Role _____ ABC ___ or Rep firm ___

	Questions	Short Answer	Comment(s)
1	How long have you been with ABC in Sales?		
2	What part of the world or marketplace do you sell to?		
3	In what kind of sales opportunities have you had your greatest success? (at ABC or prior)		
4	In your view, are ABC products and sales tools complete and ready for the marketplace you call on? (by Product Line – add pages as needed)		
5	Lead generation – does ABC provide adequate quality and quantity of leads?		
6	Sales support – does ABC provide adequate technical support of sales?		
7	Which Deal closed was your greatest success in ABC sales?		
8	What sales actions contributed most to that success?		
9	In your view, does ABC have a structured sales process?		
10	Do you have any stalled Deals?		
11	Close rates – approx. what % of the ABC opportunities you’ve worked on have led to a closed deal?		