

The Highest Performing and Quota Busting Sales Teams and Organizations incorporate the following Best Practices Tactics- How Many of these do you have in your sales playbook and arsenal



SALES PERFORMANCE TEAM

	CHECKLIST	YES	NO
1	<input type="checkbox"/> My team is fully versed on How Different We Are You Our Competition?		
2	<input type="checkbox"/> Our sales team can clearly articulate our Value Proposition.		
3	<input type="checkbox"/> Our team can articulate our customer's pain points and how we solve those pain points.		
4	<input type="checkbox"/> I have Your Ideal Customer: I know who my ICP is and their propensity to buy.		
5	<input type="checkbox"/> I have created Buyer Personas		
6	<input type="checkbox"/> I have created Buyer Process maps, which map out their workflow and Their Pain.		
7	<input type="checkbox"/> I am constantly testing various lists and list sources and new customer markets.		
8	<input type="checkbox"/> List building and nurturing, and cleansing are constantly happening.		
9	<input type="checkbox"/> Inbound leads are qualified and scored.		
10	<input type="checkbox"/> Outbound lead generation is done. We are testing all types of lead generation and creative tactics.		
11	<input type="checkbox"/> Creative outreach is part of our outbound model, not just the same old same old.		
12	<input type="checkbox"/> I use videos, memes, and other creative sources for my outbound.		
13	<input type="checkbox"/> If economics make sense, I utilized direct mail and lumpy mail		
14	<input type="checkbox"/> I hold team sales power hours and blitzes for outreach prospecting.		
15	<input type="checkbox"/> If appropriate, we do the door pulls and drop-ins for prospecting.		
16	<input type="checkbox"/> Our sales team conduct power hours where all levels of the sales team focus on prospecting		
17	<input type="checkbox"/> We have a Dream 100 list of top clients.		
18	<input type="checkbox"/> Each salesperson has a list of their top prospects minimum of 20-50, and a maximum of 100 that they are constantly reaching out to. This list is a hard copy.		
19	<input type="checkbox"/> I have Revenue Models built and Sales Budgets created.		
20	<input type="checkbox"/> I manage my sales team by KPI, both leading and lagging.		
21	<input type="checkbox"/> I have a prospecting playbook.		
22	<input type="checkbox"/> I map out my lead process and know which lead source produces the best results.		
23	<input type="checkbox"/> I have talk tracks by lead types.		
24	<input type="checkbox"/> I use video in my sales team prospecting		
25	<input type="checkbox"/> I have mapped out, tested, and vetted my Proven and Repeatable Sales Process.		

CHECKLIST

YES

NO

- 26 I have talk tracks created for each buyer persona and for every stage of the buying process.
- 27 All my discovery process is fully scripted. They are created to involve the prospect.
- 28 I have trained all salespeople on sales methodology and philosophies.
- 29 The training happens prior to a salesperson, SDR, or BDR ever talking to a prospect or customer, and I coach them on it regularly.
- 30 I have a sales playbook.
- 31 All calls and Demo are recorded, and a % of them are reviewed.
- 32 I do sales coaching- call reviews.
- 33 I do 1-1 meetings with each member of my sales team.
- 34 I do pipeline review meetings focused on removing the friction from all pipelines.
- 35 I conduct a daily stand-up sales huddle.
- 36 I do team meetings focused on training specific parts of the sales process.
- 37 We are not afraid and coach and train on the mindset of a high performer.
- 38 We have created an objection playbook.
- 39 I have mapped out, tested, and vetted my objections by personality type and position.
- 40 I am constantly testing and refining my team's objection handling and conductive Role Playing.
- 41 I do sales training for my team focused on Role Playing. We never practice on customers.
- 42 All sales training is taped, and best practices are Codified.
- 43 I do a yearly or quarterly Sales Kick Off.
- 44 All salespeople (and employees) are trained on the big picture of the organization.
- 45 I map out what winning looks like for my team when it comes to their compensation.
- 46 There is a team and individual scorecard.
- 47 I have a completely mapped and follow-up process.
- 48 Follow-up talk tracks and emails are in coordination with the objections that were given.
- 49 Follow-up speaks in the language of the buyer and their objections.
- 50 We use videos and memes to break through the clutter.
- 51 We use other creative marketing tactics, including direct mail.
- 52 Salespeople are trained in the use of tonality and language patterns.
- 53 Salespeople are trained in active listening.
- 54 Pricing - we routinely check and measure our pricing. We are not the lowest-cost solution.

	CHECKLIST	YES	NO
55	<input type="checkbox"/> I have created an avatar of what my ideal salesperson is and hired to that avatar.		
56	<input type="checkbox"/> I have a documented process for hiring salespeople.		
57	<input type="checkbox"/> I am constantly looking for top sales talent.		
58	<input type="checkbox"/> I do personality testing and behavioral testing for all salespeople. I am looking for high drive, empathy, and no desire to be liked.		
59	<input type="checkbox"/> In the sales process, I conduct a mock sales interview in the process.		
60	<input type="checkbox"/> I have a detailed onboarding plan that goes out in 30-60-90 days. This is given to the new salesperson prior to their first day.		
61	<input type="checkbox"/> My compensation drives the behaviors and profit that I want.		
62	<input type="checkbox"/> I have a fully up-to-date tech stack for my entire sales team.		
63	<input type="checkbox"/> Our CRM is utilized, and the data is clean.		
64	<input type="checkbox"/> Marketing and Sales are on the same page and communicate regularly.		
65	<input type="checkbox"/> All leads are scored.		
66	<input type="checkbox"/> I have created customer success stories and testimonials that I use.		
67	<input type="checkbox"/> I have testimonials based on various client types and also objections.		
68	<input type="checkbox"/> I use educational-based marketing.		
69	<input type="checkbox"/> Sales reps are aware of all negation levers and bonuses they can use.		
70	<input type="checkbox"/> We are constantly harvesting referrals.		
71	<input type="checkbox"/> Upsells and Cross-sells are mapped out.		
72	<input type="checkbox"/> We are aggressive with using Social Selling.		
73	<input type="checkbox"/> Every person in the organization LI profiles is fully branded and maximized.		
74	<input type="checkbox"/> We are all posting content on all of our social media channels.		
75	<input type="checkbox"/> We are constantly searching for new channels and new partners.		
76	<input type="checkbox"/> We are constantly refreshing our sales playbook.		
77	<input type="checkbox"/> We embrace innovation, technology, and best practices in our sales process.		
78	<input type="checkbox"/> We focus on (RPA's) Revenue Producing Activities only for the Sales Team.		
79	<input type="checkbox"/> The team is focused on driving results, helping prospects and clients, and having fun.		
80	<input type="checkbox"/> I have eliminated all non-sales activities, meetings, and functions from my sales team. They only focus on selling and serving their clients.		

If you want to discuss implementing any of these action items in your business, contact us at [847-232-0444](tel:847-232-0444), text us at [224-269-1876](tel:224-269-1876), or email us at nick@salesperformanceteam.com