



Sales Force Design and Effectiveness: Questions for Management

The following questions were taken from the answer to Q9 on the Ask Hal blog at www.troutcreekconsulting.com. The answers to these questions will identify actions to improve sales force effectiveness. Please see Q9 on the Ask Hal blog for more information.

1. What are the characteristics of the firm's offerings and markets that impact the design of its sales force?
2. What is the primary mission of the sales force today? Identify, force rank, and weight the relative importance of the top 5 objectives.
3. What is the desired mission of the sales force (if different from today)? Identify, force rank, and weight the relative importance of the top 5 objectives.
4. What decision making authority does a sales person currently have?
5. What decision making authority should a sales person have given the desired sales force mission?
6. What metrics are currently used to determine sales force effectiveness?
7. What metrics should be used to determine sales force effectiveness given the desired sales force mission?
8. What personal characteristics (skills, traits, aptitude) and training are needed for a sales person to carry out the desired sales force mission?
9. How should a sales person's compensation package and career growth path be structured to attract and retain the necessary talent while encouraging behavior consistent with the desired sales force mission?
10. How does the current compensation package and career growth path for sales people differ from the answer to the previous question? What are the implications of this difference on sales force effectiveness and, talent recruitment and retention?
11. Are the necessary tools and infrastructure in place for the sales force to achieve its desired mission?
12. Is the sales force equipped with an effective message explaining how the supplier and its offerings are relevant to customers today and in the future?

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