

Sales Systems and Processes – Assessment Questions	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Does your sales team’s verbal and other communications and related materials closely reflect your business’s value proposition, offering and brand promise?	1	2	3	4	5
Does your sales process utilise a mix of in-person, digital and remote channels, and other distribution methods to optimise market penetration and sale volumes?	1	2	3	4	5
Is your sales team regularly sharing technical product and client information and case study examples of sales to upskill, workshop and learn from mistakes, experiences and best practice?	1	2	3	4	5
Does your sales team periodically celebrate success, as a team and for individual wins and challenges?	1	2	3	4	5
Does your sales team regularly review reliable and timely information on their pipeline strength, lead sources, conversion or win rate levels and future prospects?	1	2	3	4	5