



# Sales System Customer & Management Surveys

It's an all-too-common scenario; managers assessing the performance of their sales and service function and setting strategy based on what is of greatest importance to the market— *without asking a single customer!*

Customer surveys have long been used to identify trends and performance statistics, however when managed internally the feedback they generate can be less than objective.

### What do we do?

The Next Level's customer & management surveys will detect even the most subtle shifts in your customers' perception by asking the *right* number of the *right* people the *right* questions—and securing objective, accurate answers in response.

### How do we do it?

Utilising both qualitative and quantitative methods, we survey your customers to get their input on what is really important to them in regards to sales and service delivery and how you are performing compared to competitors.

We also survey your sales executives and management team to isolate internal strengths and weaknesses and identify areas of divergence between internal and external perceptions.

### What do we assess?

LEVEL	SURVEY TOPICS
1	Top and bottom performing sales / customer service features according to customers vs managers
1	Most and least important sales / customer service features according to customers vs managers
1	Performance in most important sales / customer service features according to customers vs managers
1	Weighted Performance Index
1	Weighted Performance Index vs financial sales performance
1	Qualitative answers

### What do you get?

The Next Level will provide you with a detailed report featuring qualitative and quantitative analysis and provides you with crystal clear recommendations to help you significantly improve your sales function. If required, the analysis can also be delivered as a multimedia presentation for your executive, sales team or Board.

**To find out more contact The Next Level on:  
[info@nextlevelenterprises.biz](mailto:info@nextlevelenterprises.biz), [03] 8300 0340 or visit [www.nextlevelenterprises.biz](http://www.nextlevelenterprises.biz)**