



# Sales System Field Observation Healthcheck

The medicos tell us that it is good fundamental health and wellbeing practice to undertake a regular health assessment. You know the stuff.....blood pressure, cholesterol, weight: height ratios, lifestyle questionnaires etc - a simple and quick way to ensure our all-important health and wellbeing is on track.

The same principles apply to B2B sales organisations. The sales process is mostly conducted out in the market and not within the walls of your office, so the process is often not visible, and you may not be able to readily see whether the process is working effectively or being implemented at all.

The Next Level Sales Process Healthcheck is a simple and quick way to ensure your all-important sales process is on track.

### What is it?

The Field Observation Healthcheck is an objective, independent review, delivering clear decisive findings and recommendations

### How do we do it?

The Next Level consultant will accompany a 'typical' member of your sales team on a 'typical' day out visiting in customer and prospect land. The consultant will objectively conduct observations and interviews on the day against a mutually agreed set of sales & service best practice benchmarks tailored to your organisation. Observations and scores will be collated into a list of sales process improvement opportunities.

### What do we assess?

LEVEL	CHECKLIST TOPICS	'BEST PRACTICE' BENCHMARKS
2	Sales proactivity at the "front" and "back" end of the order-to-delivery process.	<ul style="list-style-type: none"> <li>Sales team focussed on sales growth, not firefighting</li> </ul>
3	Sales role scope	<ul style="list-style-type: none"> <li>Crystal clear hunting vs farming vs servicing accountabilities</li> </ul>
3	Channel sales strategy	<ul style="list-style-type: none"> <li>Crystal clear channel sales strategy</li> </ul>
3	Customer classification/Prospect profiling	<ul style="list-style-type: none"> <li>Scientifically classified customer base for better coverage</li> </ul>
3	Account management (farming) systems	<ul style="list-style-type: none"> <li>Best practice toolkit for optimum account management (farming)</li> <li>Crystal clear definition around value adding sales activities to partner with customers</li> </ul>
3	Prospecting (hunting) systems	<ul style="list-style-type: none"> <li>Best practice toolkit for optimum prospecting (hunting)</li> <li>Tailored pipeline for improved prospect hunting</li> </ul>
3	Face to face methodology	<ul style="list-style-type: none"> <li>Excellent F2F selling skills</li> </ul>
4	Visit activity benchmarks	<ul style="list-style-type: none"> <li>Optimal rep visit productivity</li> </ul>
5	Sales scoreboard	<ul style="list-style-type: none"> <li>Best practice scoreboard for each sales team member</li> </ul>
6	Internal benchmarking	<ul style="list-style-type: none"> <li>Best practice league tabling for your sales team</li> </ul>

### What do you get?

The Next Level will provide you with a one page report which synthesises the observations and provides you with crystal clear recommendations to help you significantly improve your sales system.