



Development & Learning topic: *Sales Team Internal Benchmarking*

League tables have long been used for high performance management across a range of elite level pursuits. Think of your favourite sporting team— each team member is ranked not only by the number of kicks, tackles or scores, but also by the effectiveness of each activity, resulting in a powerful snapshot of current performance compared to best practice.

Similarly, The Next Level uses League Tables to rank your sales team against key indicators, set sales performance targets, communicate benchmarks and to create a culture of continuous improvement.

How do we do it?

Our Development & Learning topics provide the structure and methodologies, while your sales leaders put them into practice using real data – and reap rewards in the form of tangible processes, models and tools.

The Sales Team Internal Benchmarking topic can be customised to meet your specific needs, whether it be:

- a 1-2 hr presentation (eg at company sales conference) that will challenge the team’s conventional sales beliefs
 - a half-day workshop developing the theme, or
- a whole day boot camp utilising your data to design and develop your Internal Benchmarking toolkit

LEVEL	SECTION TOPICS	KEY ACTIONS AND OUTPUTS
6	Sales Scoreboard Benchmarking	<ul style="list-style-type: none"> • Definition of league tables for <ul style="list-style-type: none"> • critical sales visit productivity indicators • farming & hunting process output indicators • financial outcomes
7	Correlations and Best Practices	<ul style="list-style-type: none"> • Correlate critical activities with sales process outputs with financial outcomes to define best practices

What do you need to do?

- Select your preferred format (presentation, workshop or boot camp)
- Select the most appropriate 6-15 delegates from your sales and marketing management group to participate
- Assist us with an hour or two here and there during the month beforehand to gather specific data or inputs we will require to prepare the customisation

What do you get?

- Our presentations motivate participants to take a fresh look at your company’s sales territories and identify opportunities for improvement
- Our workshops extend this by also increasing the skill and knowledge base of participants in the above areas
- Our boot camps provide all of this PLUS participants will leave with a Hunting plan and toolkit, with user guides, that you can implement immediately and/or continue to develop back at your offices

**To find out more about Development & Learning topics contact The Next Level on:
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