



Development & Learning topic: *Sales Scoreboard*

The Next Level Sales Scoreboard concept has been developed to ensure that you are measuring the right things the right way... to get the right results. It helps the organisation drive high performance by clearly and effectively illustrating the historical financial view, key sales and service outputs to the customer and priority activities critical to competitive superiority.

The precision of The Next Level Sales Scoreboard enables measurement and benchmarking of all the relevant sales and service staff and teams, a magnificent tool for helping bring out the best in those staff who operate directly at the customer interface.

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 Scoreboard 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 Sales Scoreboard toolkit

LEVEL	SECTION TOPICS	KEY ACTIONS AND OUTPUTS
5	Components of the Sales Scoreboard	<ul style="list-style-type: none"> • Define and understand <ul style="list-style-type: none"> • critical sales visit productivity indicators • farming and hunting process output indicators • Relevant financial outcomes • Identify data collection and presentation methods
4	Scoreboard Measurements	<ul style="list-style-type: none"> • Demonstrate individual and team based scoreboard measurements

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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