

Use this checklist as a way of sizing up your sales team.

Common Problems Sales People Experience		Y/N
1	Accepting “Think it Over” as possible future business	
2	Ineffective prospecting. Not doing it or ineffective when doing so	
3	Poor time management	
4	No sales system. People are winging it	
5	Not getting referrals. Passing up the best opportunity to increase business	
6	Making the selling cycle too long. Can’t get clients to close sooner	
7	Weak interviewing skills, including asking ineffective questions of prospects	
8	Not sharing best selling practices or not developing new selling skills	
9	Continuing to chase poor prospects and over-working non-potential deals	
10	Roller coaster activity. Good performance one week, poor the next	

Common Problems Sales Managers Experience		Y/N
1	Focused on developing sales instead of developing sales people	
2	Garbage in the pipeline	
3	Not holding sales people accountable and not taking effective corrective action	
4	Poor time management	
5	No sales management system. Winging it	
6	Not planning, including not setting and not measuring effective sales objectives	
7	Ineffective territory management	
8	Not aligned with senior management	
9	Ineffective hiring practices for new sales people	
10	Lack of organized sales training and not reinforcing best selling practices	

For help with these problems or any other sales problems you may be experiencing, contact us at info@criterforsuccess.com or give us a call at (212) 302-5522