

How to Build Enterprise Sales Muscle

People Analytics

CHECKLIST

For Sales Reps ☐ Implement pre-call planning ☐ Create simple competency framework ☐ Standardize accountability metrics	For Sales Managers ☐ Create coaching KPI's ☐ Tie coaching KPI's to remuneration ☐ Build coaching into the daily work flow
Leadership Visibility ☐ Quality of call plans and manager feedback ☐ Ability of managers to assess competencies ☐ Quality of manager coaching	

Sales Competency Framework

Drive discipline and accountability in your sales team by building an objective and observable framework.

Selling Ski	Tourito	CRM & Reporting	Product & Market Knowledge	Policy
	PLAN: Plans for high-impact meetings	DISCOVER: Opens confidently, exchanges key info	PROPOSE: Makes timely, optimistic proposals	CLOSE: Overcome objections to advance sale