

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.

