The Sales Scorecard
A Powerful Tool for Evaluating (and Improving) Sales Organizations

What is the Sales Scorecard?

The Sales Scorecard provides CEOs and investors with an in-depth evaluation of their company's sales organization. We identify your organization's strengths and weaknesses. We show you what works and what doesn't work.

The Sales Scorecard also delivers a roadmap for a more effective sales effort. It's an essential tool for fine tuning, energizing or turning around your sales organization.

Why conduct the Sales Scorecard?

- **Corporate Growth –** CEOs and sales leaders learn what needs to be fixed to drive more sales with existing resources.
- **Private Equity** – An investor gets a thorough assessment of a portfolio company's sales capabilities.
- **Exit Planning** – A CEO planning a company sale gets actionable recommendations to improve the sales organization.

We offer our clients a comprehensive sales organization assessment and a roadmap for revenue growth. Our recommendations guide CEOs to produce sales teams that work smarter and sell more.

The results? Business leaders learn how to make their sales teams more effective and their companies more valuable.

What Does the Sales Scorecard Cover?

The Sales Management Group Sales Scorecard delivers a thorough evaluation of five areas:

1. **Sales Organization** – Are the right people in the right roles? Is the structure efficient and effective?
2. **Sales Team Capabilities** – Do the sales reps have the skills, knowledge, and tools to be effective?
3. **Sales Information Systems**– Do the sales reps have the information they need? Do managers have the necessary information to run the business?
4. **Sales Processes** – Do the sales reps have an efficient process for finding opportunities, cultivating prospects and closing deals?
5. **Sales Compensation Plans** – Are the sales reps properly motivated to pursue the most strategic and profitable sales?

How does the Sales Scorecard Work?

The Sales Scorecard is quick and easy to conduct. Plus, at $9,500, the cost is manageable. The Sales Management Group:

1. **Interviews** your direct sales team, sales support team, and key executives. These interviews are conducted over 2-3 days and take less than one hour of each person's time.
2. **Analyzes** your sales systems, processes, tools and materials.
3. **Delivers** a written report complete with findings and recommendations. Our report is usually delivered within three weeks of starting the Sales Scorecard process.