

## Assess, Prioritize, Act

### Sales Management

- Sales plan
- Targets / quotas
- Budget
- Pipeline and forecasting
- Staffing and recruiting
- Productivity goals
- Coaching skills
- Performance appraisals
- Compensation plan
- Job descriptions
- New hire orientation
- Special incentives
- Internal communication

### Sales Team / Individuals

- Department structure
- Roles / titles
- Territory configuration
- Strengths / talents / competencies
- Weaknesses / challenges
- Individual personalities
- Group culture
- Reporting / pipeline / forecasting
- New reps
- Underperformers
- Superstars

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