Sales Organization

Date: 9/10/2004

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Salesperson: 3	0	0	13.33	13.33	73.33	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Sales Manager: 2	0	10	0	30	60	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Other: 2	0	0	10	40	50	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Total: 7	0	2.86	8.57	25.71	62.86	0

1. My organization teaches up-to-date sales methods to its salespeople.

Category

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Salesperson: 3	0	0	66.67	0	33.33	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Sales Manager: 2	0	0	0	50	50	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Other: 2	0	0	0	50	50	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Total: 7	0	0	28.57	28.57	42.86	0

Sales Organization

Date: 9/10/2004

2. Salespeople at our organization are taught helpful prospecting techniques.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Salesperson: 3	0	0	0	66.67	33.33	0
0 I W	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Sales Manager: 2	0	0	0	50	50	0
0.1	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Other: 2	0	0	0	50	50	0
T	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Total: 7	0	0	0	57.14	42.86	0

3. Salespeople at our organization are taught helpful pre-call planning techniques.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Salesperson: 3	0	0	0	0	100	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Sales Manager: 2	0	0	0	0	100	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Other: 2	0	0	0	50	50	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Total: 7	0	0	0	14.29	85.71	0

Sales Organization

Date: 9/10/2004

4. My organization provides relevant, up-to-the-minute tools and sales aids for its salespeople.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Salesperson: 3	0	0	0	0	100	0
Color Manager	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Sales Manager: 2	0	0	0	50	50	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Other: 2	0	0	0	50	50	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Total: 7	0	0	0	28.57	71.43	0

5. My organization clearly defines and rewards what it takes to be a sales success.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Salesperson: 3	0	0	0	0	100	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Sales Manager: 2	0	50	0	0	50	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Other: 2	0	0	50	0	50	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Total: 7	0	14.29	14.29	0	71.43	0

Sales Organization

Date: 9/10/2004

Category 2		Strongly					
categoly _		Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
	Salesperson: 3	0	14.81	18.52	14.81	48.15	3.7
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
	Sales Manager: 2	0	0	0	44.44	55.56	0
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
	Other: 2	5.56	5.56	5.56	44.44	38.89	0
	Total:	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
	7	1.59	7.94	9.52	31.75	47.62	1.59
		-				1	
6. My organization has a formal, structured training		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
program for sales managers.	Salesperson: 3	0	33.33	0	66.67	0	0
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
	Sales Manager: 2	0	0	0	50	50	0
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
	Other: 2	0	0	0	100	0	0

Strongly Disagree

0

Total: 7 Disagree

14.29

Neutral

0

Agree

71.43

Strongly Agree Not Applicable

0

14.29

Sales Organization

Date: 9/10/2004

7. My organization has an effective performance management system of sales managers.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Salesperson: 3	0	0	33.33	0	66.67	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Sales Manager: 2	0	0	0	0	100	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Other: 2	0	0	0	50	50	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Total: 7	0	0	14.29	14.29	71.43	0

8. Sales managers at my organization are strong, effective leaders.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Salesperson: 3	0	33.33	0	33.33	33.33	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Sales Manager: 2	0	0	0	50	50	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Other: 2	0	0	0	50	50	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Total: 7	0	14.29	0	42.86	42.86	0

Sales Organization

Date: 9/10/2004

0 Disagree 0 Disagree	33.33 Neutral 0 Neutral	0 Agree 0 Agree	66.67 Strongly Agree 100	0 Not Applicable 0
0	0	0	100	0
Disagree	Neutral	Agroo		I
		Ayree	Strongly Agree	Not Applicable
0	0	50	50	0
Disagree	Neutral	Agree	Strongly Agree	Not Applicable
0	14.29	14.29	71.43	0

10. Many salespeople at my organization are stagnating.

	Strongly					
	Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Salesperson: 3	0	0	33.33	0	66.67	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Sales Manager: 2	0	0	0	50	50	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Other: 2	0	50	0	0	50	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Total: 7	0	14.29	14.29	14.29	57.14	0

Sales Organization

Date: 9/10/2004

Strongly Disagree 11. Sales managers at my Disagree Neutral Agree Strongly Agree Not Applicable organization know, with exact Salesperson: precision, precisely how to 3 0 0 33.33 33.33 33.33 0 manage and motivate each Strongly Disagree salesperson individually. Strongly Agree Not Applicable Disagree Neutral Agree Sales Manager: 2 0 0 0 50 50 0 Strongly Strongly Agree Not Applicable Disagree Neutral Disagree Agree Other: 2 50 0 0 0 50 0 Strongly Disagree Strongly Agree Not Applicable Disagree Neutral Agree Total: 7 14.29 0 14.29 28.57 42.86 0 12. Salespeople know the

12. Salespeople know the exact expectations of them.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Salesperson: 3	0	33.33	0	0	66.67	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Sales Manager: 2	0	0	0	50	50	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicabl
Other: 2	0	0	0	50	50	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicabl
Total: 7	0	14.29	0	28.57	57.14	0

Sales Organization

Date: 9/10/2004

13. Sales managers at my organzation have strong product knowledge.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Salesperson: 3	0	0	33.33	0	33.33	33.33
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Sales Manager: 2	0	0	0	100	0	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Other: 2	0	0	0	100	0	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Total: 7	0	0	14.29	57.14	14.29	14.29

14. Sales managers at my organization have strong sales skills.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Salesperson: 3	0	33.33	0	0	66.67	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Sales Manager: 2	0	0	0	50	50	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Other: 2	0	0	50	0	50	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Total: 7	0	14.29	14.29	14.29	57.14	0

Sales Organization

Date: 9/10/2004

Category 3		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
	Salesperson: 3	3.33	6.67	13.33	26.67	50	0
	Sales Manager: 2	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
		0	0	5	55	40	0
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
	Other: 2	5	20	20	20	35	0
	Total: 7	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
		2.86	8.57	12.86	32.86	42.86	0
15. My organization gets		Strongly	1				
many applications for sales		Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
positions.	Salesperson: 3	0	0	0	66.67	33.33	0
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
	Sales Manager:						

0

Disagree

0

Disagree

0

0

Neutral

0

Neutral

0

50

Agree

50

Agree

57.14

50

50

42.86

0

0

0

Strongly Agree Not Applicable

Strongly Agree Not Applicable

2

Other: 2

Total: 7

0

Strongly

Disagree

0

Strongly Disagree

0

Sales Organization

Date: 9/10/2004

Strongly 16. My organization has a Disagree Disagree Neutral Strongly Agree Not Applicable Agree method for determining key Salesperson: success factors for each 3 0 0 0 66.67 33.33 0 sales job. Strongly Disagree Disagree Neutral Strongly Agree Not Applicable Agree Sales Manager: 2 0 0 0 50 50 0 Strongly Disagree Neutral Strongly Agree Not Applicable Disagree Agree Other: 2 0 0 50 0 50 0 Strongly Disagree Disagree Neutral Agree Strongly Agree Not Applicable Total: 7 0 0 14.29 42.86 42.86 0 Strongly 17. My organization Strongly Agree Not Applicable Disagree Disagree Neutral Agree assesses prospective Salesperson: applicants against 3 33.33 0 33.33 0 33.33 0 established success factors for the job. Strongly Disagree Disagree Neutral Agree Strongly Agree Not Applicable Sales Manager: 2 0 0 100 0 0 0 Strongly Disagree Disagree Neutral Agree Strongly Agree Not Applicable Other: 2 0 0 0 0 100 0 Strongly Disagree Disagree Neutral Strongly Agree Not Applicable Agree Total: 7 0 14.29 28.57 14.29 42.86 0

Sales Organization

Date: 9/10/2004

18. My organization has a method for objectively determining an applicants' selling skills before hiring them.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Salesperson: 3	0	0	33.33	33.33	33.33	0
<u></u>	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Sales Manager: 2	0	0	50	0	50	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Other: 2	0	0	0	50	50	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Total: 7	0	0	28.57	28.57	42.86	0

19. My organization has a method for objectively determining what personality traits each job and each applicant would bring to a position.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Salesperson: 3	0	0	33.33	33.33	33.33	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Sales Manager: 2	0	0	0	50	50	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Other: 2	0	50	0	50	0	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Total: 7	0	14.29	14.29	42.86	28.57	0

Sales Organization

Date: 9/10/2004

20. I feel that I am 100% compatible with the requirements of my job.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Salesperson: 3	0	33.33	33.33	0	33.33	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Sales Manager: 2	0	0	0	100	0	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Other: 2	0	0	50	50	0	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Total: 7	0	14.29	28.57	42.86	14.29	0

21. My current job offers me with the day-to-day rewards that keep me committed.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Salesperson: 3	0	33.33	0	0	66.67	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Sales Manager: 2	0	0	0	50	50	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Other: 2	0	100	0	0	0	0
Total	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Total: 7	0	42.86	0	14.29	42.86	0

Sales Organization

Date: 9/10/2004

22. The bar is always being raised when new salespeople are hired at my organization.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Salesperson: 3	0	0	0	33.33	66.67	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Sales Manager: 2	0	0	0	50	50	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Other: 2	0	0	100	0	0	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Total: 7	0	0	28.57	28.57	42.86	0

23. All applicants are screened as thoroughly as they should be before being hired.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Salesperson: 3	0	0	0	33.33	66.67	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Sales Manager: 2	0	0	0	50	50	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Other: 2	50	0	0	0	50	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Total: 7	14.29	0	0	28.57	57.14	0

Sales Organization

Date: 9/10/2004

24. My organization typically		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
hires from within our industry.	Salesperson: 3	0	0	0	0	100	0
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
	Sales Manager: 2	0	0	0	50	50	0
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
	Other: 2	0	50	0	0	50	0
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
	Total: 7	0	14.29	0	14.29	71.43	0
Category 4		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
	Salesperson: 3	0	0	23.81	33.33	42.86	0
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
	Sales Manager: 2	0	0	14.29	50	35.71	0
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
	Other: 2	0	28.57	21.43	21.43	28.57	0

Strongly

Disagree

0

Total: 7 Disagree

8.16

Neutral

20.41

Agree

34.69

Strongly Agree Not Applicable

0

36.73

Sales Organization

Date: 9/10/2004

Strongly Disagree 25. My organization's sales Disagree Neutral Agree Strongly Agree Not Applicable management hiring practices Salesperson: are different from our sales 3 0 0 33.33 33.33 33.33 0 hiring practices. Strongly Disagree Strongly Agree Not Applicable Disagree Neutral Agree Sales Manager: 2 0 0 50 50 0 0 Strongly Strongly Agree Not Applicable Disagree Neutral Disagree Agree Other: 2 0 0 50 50 0 0 Strongly Disagree Disagree Strongly Agree Not Applicable Neutral Agree Total: 7 0 0 42.86 42.86 14.29 0

26. My organization's sales management hiring practices are as rigorous as our sales hiring practices.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Salesperson: 3	0	0	66.67	0	33.33	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Sales Manager: 2	0	0	0	50	50	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Other: 2	0	50	0	50	0	0
T	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Total: 7	0	14.29	28.57	28.57	28.57	0

Sales Organization

Date: 9/10/2004

27. My organization typically looks within our organization to hire sales managers.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Salesperson: 3	0	0	0	66.67	33.33	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Sales Manager: 2	0	0	0	50	50	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Other: 2	0	50	50	0	0	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Total: 7	0	14.29	14.29	42.86	28.57	0

28. My organization selects the most qualified sales managers regardless of where they are found.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Salesperson: 3	0	0	0	0	100	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Sales Manager: 2	0	0	0	0	100	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Other: 2	0	50	0	50	0	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Total: 7	0	14.29	0	14.29	71.43	0

Sales Organization

Date: 9/10/2004

Strongly Disagree 29. Salespeople receive Disagree Neutral Agree Strongly Agree Not Applicable feedback based on clearly Salesperson: stated expectations. 3 0 0 0 66.67 33.33 0 Strongly Disagree Strongly Agree Not Applicable Disagree Neutral Agree Sales Manager: 2 0 0 50 50 0 0 Strongly Strongly Agree Not Applicable Disagree Neutral Disagree Agree Other: 2 0 0 0 0 0 100 Strongly Disagree Disagree Strongly Agree Not Applicable Neutral Agree Total: 7 0 0 14.29 42.86 42.86 0 30. My organization maintains tight metrics related to the expectations placed on salespeople.

	0					
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Salesperson: 3	0	0	33.33	33.33	33.33	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Sales Manager: 2	0	0	0	100	0	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Other: 2	0	50	0	0	50	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Total: 7	0	14.29	14.29	42.86	28.57	0

Sales Organization

Date: 9/10/2004

Strongly Disagree 31. Teaching and coaching Disagree Neutral Agree Strongly Agree Not Applicable are top priorities of sales Salesperson: managers at my 3 0 0 33.33 33.33 33.33 0 organization. Strongly Disagree Disagree Strongly Agree Not Applicable Neutral Agree Sales Manager: 2 0 0 0 50 50 0 Strongly Disagree Neutral Strongly Agree Not Applicable Disagree Agree Other: 2 0 0 0 50 0 50 Strongly Disagree Disagree Strongly Agree Not Applicable Neutral Agree Total: 7 0 0 28.57 28.57 42.86 0

Category 5

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
0	14.81	11.11	29.63	44.44	0
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
0	0	5.56	33.33	61.11	0
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
5.56	11.11	27.78	44.44	11.11	0
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
1.59	9.52	14.29	34.92	39.68	0
	Disagree 0 Strongly Disagree 0 Strongly Disagree 5.56 Strongly Disagree	DisagreeDisagree014.81Strongly DisagreeDisagree00Strongly DisagreeDisagree5.5611.11Strongly DisagreeDisagree	DisagreeDisagreeNeutral014.8111.11Strongly DisagreeDisagreeNeutral005.56Strongly DisagreeDisagreeNeutral5.5611.1127.78Strongly DisagreeDisagreeNeutral	DisagreeDisagreeNeutralAgree014.8111.1129.63Strongly DisagreeDisagreeNeutralAgree005.5633.33Strongly DisagreeDisagreeNeutralAgree5.5611.1127.7844.44Strongly DisagreeDisagreeNeutralAgree	DisagreeDisagreeNeutralAgreeStrongly Agree014.8111.1129.6344.44Strongly DisagreeDisagreeNeutralAgreeStrongly Agree005.5633.3361.11Strongly DisagreeDisagreeNeutralAgreeStrongly Agree005.5633.3361.11Strongly DisagreeDisagreeNeutralAgreeStrongly Agree5.5611.1127.7844.4411.11Strongly DisagreeDisagreeNeutralAgreeStrongly Agree

Sales Organization

Date: 9/10/2004

32. My organization has an aggressive recruitment program in place to attract strong salespeople.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Salesperson: 3	0	0	0	0	100	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Sales Manager: 2	0	0	0	50	50	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Other: 2	0	0	0	100	0	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Total: 7	0	0	0	42.86	57.14	0

33. All sales managers at my organization follow a standard sales management system diligently.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Salesperson: 3	0	0	0	66.67	33.33	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Sales Manager: 2	0	0	0	0	100	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Other: 2	0	0	50	50	0	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Total: 7	0	0	14.29	42.86	42.86	0

Sales Organization

0

Strongly Disagree

0

Total: 7

0

Disagree

14.29

Disagree

Date: 9/10/2004

Strongly Agree Not Applicable

Strongly Disagree 34. My organization provides regular, consistent sales Salesperson: training for salespeople.

35. Sales managers spend	
enough time in the field	
coaching salespeople.	

3	0	0	0	33.33	66.67	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Sales Manager: 2	0	0	0	50	50	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Other: 2	0	0	0	100	0	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Total: 7	0	0	0	57.14	42.86	0
					1	
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Salesperson: 3	0	33.33	0	33.33	33.33	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Sales Manager: 2	0	0	0	50	50	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Other: 2	0	0	50	0	50	0

50

Neutral

14.29

0

Agree

28.57

50

42.86

0

0

Strongly Agree Not Applicable

Neutral

Agree

Sales Organization

Date: 9/10/2004

0

0

0

0

Strongly Disagree 36. Sales managers spend Disagree Neutral Agree Strongly Agree Not Applicable quality time coaching Salesperson: salespeople at my 3 0 0 33.33 0 66.67 Strongly Disagree Disagree Strongly Agree Not Applicable Neutral Agree Sales Manager: 2 0 0 0 0 100 Strongly Strongly Agree Not Applicable Disagree Neutral Disagree Agree Other: 2 0 0 0 50 50 Strongly Disagree Strongly Agree Not Applicable Disagree Neutral Agree Total: 7 0 14.29 0 14.29 71.43

37. My organization has a process that allows salespeople to establish their own targets.

organization.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Salesperson: 3	0	33.33	33.33	33.33	0	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Sales Manager: 2	0	0	50	0	50	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Other: 2	50	0	0	50	0	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Total: 7	14.29	14.29	28.57	28.57	14.29	0

Sales Organization

Date: 9/10/2004

38. Management training is required for sales managers at my organization.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Salesperson: 3	0	33.33	33.33	33.33	0	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Sales Manager: 2	0	0	0	100	0	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Other: 2	0	50	50	0	0	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Total: 7	0	28.57	28.57	42.86	0	0

39. Our sales team's sales goals are increased across the board.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Salesperson: 3	0	0	33.33	0	66.67	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Sales Manager: 2	0	0	0	0	100	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Other: 2	0	0	50	50	0	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Total: 7	0	0	28.57	14.29	57.14	0

Sales Organization

Date: 9/10/2004

40. Our sales team's sales		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
goals are based primarily on last year's performance.	Salesperson: 3	0	0	0	66.67	33.33	0
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
	Sales Manager: 2	0	0	0	50	50	0
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
	Other: 2	0	50	50	0	0	0
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
	Total: 7	0	14.29	14.29	42.86	28.57	0
Category 6		Strongly	Disagree	Neutral	Agree	-	Not Applicable

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Salesperson: 3	0	14.81	0	44.44	40.74	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Sales Manager: 2	0	5.56	11.11	44.44	38.89	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Other: 2	5.56	22.22	27.78	27.78	16.67	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Total: 7	1.59	14.29	11.11	39.68	33.33	0

Sales Organization

Date: 9/10/2004

41. We have a valuable and systematic orientation program for new salespeople.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Salesperson: 3	0	33.33	0	66.67	0	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Sales Manager: 2	0	0	0	50	50	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Other: 2	0	100	0	0	0	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Total: 7	0	42.86	0	42.86	14.29	0

42. Salespeople at my organization receive formal and valuable information relative to our market-place and products.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Salesperson: 3	0	0	0	0	100	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Sales Manager: 2	0	0	0	50	50	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Other: 2	50	0	0	0	50	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Total: 7	14.29	0	0	14.29	71.43	0

Sales Organization

Date: 9/10/2004

Strongly Disagree 43. My organization relies on Disagree Neutral Agree Strongly Agree Not Applicable current, experienced Salesperson: salespeople to pass on 3 0 33.33 0 33.33 33.33 0 valuable knowledge to new Strongly Disagree salespeople. Strongly Agree Not Applicable Disagree Neutral Agree Sales Manager: 2 0 0 0 50 50 0 Strongly Strongly Agree Not Applicable Disagree Neutral Disagree Agree Other: 2 0 0 0 0 50 50 Strongly Disagree Strongly Agree Not Applicable Disagree Neutral Agree Total: 7 0 14.29 0 42.86 42.86 0

44. My organization teaches its salespeople how to sell value.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Salesperson: 3	0	0	0	33.33	66.67	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Sales Manager: 2	0	0	0	50	50	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Other: 2	0	0	100	0	0	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Total: 7	0	0	28.57	28.57	42.86	0

Sales Organization

Date: 9/10/2004

45. My organization's sales process values the customer above all else.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Salesperson: 3	0	0	0	100	0	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Sales Manager: 2	0	50	0	0	50	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Other: 2	0	50	0	50	0	0
Total: 7	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
	0	28.57	0	57.14	14.29	0

46. Salespeople at my organization know how to close sales successfully.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Salesperson: 3	0	0	0	66.67	33.33	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Sales Manager: 2	0	0	0	50	50	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Other: 2	0	0	50	0	50	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Total: 7	0	0	14.29	42.86	42.86	0

Sales Organization

Date: 9/10/2004

47. My organization works to ensure that salespeople truly believe in its products and services.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Salesperson: 3	0	33.33	0	33.33	33.33	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Sales Manager: 2	0	0	0	100	0	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Other: 2	0	0	0	100	0	0
Total: 7	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
	0	14.29	0	71.43	14.29	0

48. My organization wants to ensure salespeople have true mastery of selling skills.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Salesperson: 3	0	0	0	33.33	66.67	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Sales Manager: 2	0	0	50	50	0	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Other: 2	0	50	50	0	0	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Total: 7	0	14.29	28.57	28.57	28.57	0

Sales Organization

Date: 9/10/2004

Strongly Disagree 49. Salespeople at my Disagree Neutral Agree Strongly Agree Not Applicable organization are required to Salesperson: complete a prescribed 3 0 33.33 0 33.33 33.33 0 number of activities daily Strongly Disagree relative to Strongly Agree Not Applicable Disagree Neutral Agree phone calls, visits, etc. Sales Manager: 2 0 0 50 0 50 0 Strongly Strongly Agree Not Applicable Disagree Neutral Disagree Agree Other: 2 0 0 0 0 50 50 Strongly Disagree Strongly Agree Not Applicable Disagree Neutral Agree Total: 7 0 14.29 28.57 28.57 28.57 0

Category 7

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Salesperson: 3	4.17	4.17	12.5	37.5	41.67	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Sales Manager: 2	0	0	0	43.75	56.25	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Other: 2	0	18.75	25	31.25	25	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Total: 7	1.79	7.14	12.5	37.5	41.07	0

Sales Organization

Date: 9/10/2004

50. The sales department at		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
my organization is profitable.	Salesperson: 3	0	0	33.33	0	66.67	0
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
	Sales Manager: 2	0	0	0	100	0	0
	21	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
	Other: 2	0	50	50	0	0	0
	Total:	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
	7	0	14.29	28.57	28.57	28.57	0
						1	
51. People at my		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
organization believe it could thrive just as well without the sales department.	Salesperson: 3	0	0	0	66.67	33.33	0
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
	Sales Manager: 2	0	0	0	0	100	0
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
	Other: 2	0	0	0	50	50	0
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
	Total: 7	0	0	0	42.86	57.14	0

Sales Organization

Date: 9/10/2004

52. The sales department is		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
supported by key organization executives.	Salesperson: 3	0	0	0	66.67	33.33	0
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
	Sales Manager: 2	0	0	0	0	100	0
	Other:	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
	2	0	0	50	0	50	0
	Total: 7	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
		0	0	14.29	28.57	57.14	0
53. Sales department standards are equal to those		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
of other departments.	Salesperson: 3	0	33.33	33.33	33.33	0	0
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
	Sales Manager: 2	0	0	0	100	0	0
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
	Other: 2	0	50	0	50	0	0
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
	Total: 7	0	28.57	14.29	57.14	0	0

Sales Organization

Date: 9/10/2004

54. Sales department standards exceed those of other departments.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Salesperson: 3	0	0	0	66.67	33.33	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Sales Manager: 2	0	0	0	50	50	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Other: 2	0	0	0	50	50	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Total: 7	0	0	0	57.14	42.86	0

55. The sales force at my organization has clear, measurable expectations OTHER than sales quotas.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Salesperson: 3	0	0	0	33.33	66.67	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Sales Manager: 2	0	0	0	50	50	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Other: 2	0	50	0	50	0	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Total: 7	0	14.29	0	42.86	42.86	0

Sales Organization

Date: 9/10/2004

56. My organization sets clear standards for our sales team.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Salesperson: 3	0	0	0	33.33	66.67	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Sales Manager: 2	0	0	0	50	50	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Other: 2	0	0	50	50	0	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Total: 7	0	0	14.29	42.86	42.86	0

57. I believe that the sales department brings great value to my organization.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Salesperson: 3	33.33	0	33.33	0	33.33	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Sales Manager: 2	0	0	0	0	100	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Other: 2	0	0	50	0	50	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Total: 7	14.29	0	28.57	0	57.14	0

Sales Organization

Date: 9/10/2004

Category 8		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
	Salesperson: 3	0	9.52	14.29	28.57	47.62	0
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
	Sales Manager: 2	0	7.14	21.43	50	21.43	0
	Others	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
	Other: 2	0	21.43	35.71	28.57	14.29	0
	Total: 7	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
		0	12.24	22.45	34.69	30.61	0
FO M	[Strongly					
58. My organization measures its salespeople on		Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
the right criteria.	Salesperson: 3	0	33.33	33.33	0	33.33	0
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
	Sales Manager: 2	0	0	50	50	0	0
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
	Other: 2	0	0	50	0	50	0
	L	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
	Total: 7	0	14.29	42.86	14.29	28.57	0

Sales Organization

Date: 9/10/2004

Strongly 59. Salespeople at my Disagree Disagree Neutral Strongly Agree Not Applicable Agree organization have clear Salesperson: levels of responsibility. 3 0 33.33 0 33.33 33.33 0 Strongly Disagree Disagree Neutral Strongly Agree Not Applicable Agree Sales Manager: 2 0 0 0 100 0 0 Strongly Neutral Strongly Agree Not Applicable Disagree Disagree Agree Other: 2 0 50 50 0 0 0 Strongly Disagree Disagree Neutral Agree Strongly Agree Not Applicable Total: 7 0 28.57 14.29 42.86 14.29 0 Strongly 60. The levels of Strongly Agree Not Applicable Disagree Disagree Neutral Agree responsibility and authority Salesperson: given to salespeople at my 3 0 0 0 33.33 66.67 0 organization match. Strongly Disagree Disagree Neutral Agree Strongly Agree Not Applicable Sales Manager: 2 50 0 0 50 0 0 Strongly Disagree Disagree Neutral Agree Strongly Agree Not Applicable Other: 2 0 50 0 50 0 0

> Strongly Disagree

> > 0

Total: 7 Neutral

0

Agree

42.86

Disagree

28.57

Strongly Agree Not Applicable

0

28.57

Sales Organization

Date: 9/10/2004

61. My organization rewards its salespeople for the right things.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Salesperson: 3	0	0	0	66.67	33.33	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Sales Manager: 2	0	0	50	50	0	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Other: 2	0	0	0	100	0	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Total: 7	0	0	14.29	71.43	14.29	0

62. My organization's sales plan drives achievement.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Salesperson: 3	0	0	33.33	0	66.67	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Sales Manager: 2	0	0	0	50	50	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Other: 2	0	0	50	0	50	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Total: 7	0	0	28.57	14.29	57.14	0

Sales Organization

Date: 9/10/2004

63. Sales managers at my organization mean well but don't have the authority to get much accomplished.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Salesperson: 3	0	0	0	66.67	33.33	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Sales Manager: 2	0	0	0	50	50	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Other: 2	0	50	0	50	0	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Total: 7	0	14.29	0	57.14	28.57	0

64. My organization's pay plan reasonably reflects our abilities to deliver what's required.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Salesperson: 3	0	0	33.33	0	66.67	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Sales Manager: 2	0	0	50	0	50	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Other: 2	0	0	100	0	0	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Total: 7	0	0	57.14	0	42.86	0

Sales Organization

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Category 9		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
	Salesperson: 3	0	4.76	19.05	47.62	28.57	0
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
	Sales Manager: 2	0	7.14	7.14	64.29	21.43	0
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
	Other: 2	0	28.57	28.57	21.43	21.43	0
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
	Total: 7	0	12.24	18.37	44.9	24.49	0
65. My organization's salespeople know how the		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
organization is positioned in the market.	Salesperson: 3	0	0	33.33	66.67	0	0
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
	Sales Manager: 2	0	0	0	100	0	0

	Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Salesperson: 3	0	0	33.33	66.67	0	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Sales Manager: 2	0	0	0	100	0	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Other: 2	0	0	50	0	50	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Total: 7	0	0	28.57	57.14	14.29	0

Sales Organization

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Strongly Disagree 66. My organization's Disagree Neutral Agree Strongly Agree Not Applicable salespeople know how the Salesperson: products we offer are 3 0 0 0 33.33 66.67 0 positioned in the market. Strongly Disagree Strongly Agree Not Applicable Disagree Neutral Agree Sales Manager: 2 0 0 50 0 50 0 Strongly Strongly Agree Not Applicable Disagree Neutral Disagree Agree Other: 2 0 0 0 50 0 50 Strongly Disagree Strongly Agree Not Applicable Disagree Neutral Agree Total: 7 0 0 28.57 14.29 57.14 0

67. My organization's salespeople know how they themselves are perceived in the marketplace.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Salesperson: 3	0	0	0	33.33	66.67	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Sales Manager: 2	0	50	0	50	0	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Other: 2	0	0	0	50	50	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Total: 7	0	14.29	0	42.86	42.86	0

Sales Organization

Date: 9/10/2004

68. My organization provides basic sales training to service and technical personnel.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Salesperson: 3	0	0	33.33	33.33	33.33	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Sales Manager: 2	0	0	0	0	100	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Other: 2	0	0	50	50	0	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Total: 7	0	0	28.57	28.57	42.86	0

69. My organization's sales tools reflect the organization's marketing message.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Salesperson: 3	0	33.33	0	66.67	0	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Sales Manager: 2	0	0	0	100	0	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Other: 2	0	100	0	0	0	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Total: 7	0	42.86	0	57.14	0	0

Sales Organization

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70. My organization holds our sales team accountable		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
for exceeding customer expectations.	Salesperson: 3	0	0	33.33	66.67	0	0
	Sales Manager: 2	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
		0	0	0	100	0	0
	01	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
	Other: 2	0	50	50	0	0	0
	Total: 7	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
		0	14.29	28.57	57.14	0	0
71. The more sales, marketing and service		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
departments coordinate, the more successful an	Salesperson: 3	0	0	33.33	33.33	33.33	0
organization will be.		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
	Sales Manager: 2	0	0	0	100	0	0
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
	Other: 2	0	50	0	50	0	0
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
	Total: 7	0	14.29	14.29	57.14	14.29	0

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Category 10		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
	Salesperson: 3	0	6.67	20	40	33.33	0
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
	Sales Manager: 2	0	20	30	30	20	0
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
	Other: 2	0	20	30	20	30	0
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
	Total: 7	0	14.29	25.71	31.43	28.57	0
		Strongly	l	I			
72. My organization field		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable

72. My organization field tests sales aids and sales tools before they are used in the field.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Salesperson: 3	0	0	33.33	0	66.67	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Sales Manager: 2	0	0	50	50	0	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Other: 2	0	50	0	0	50	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Total: 7	0	14.29	28.57	14.29	42.86	0

Sales Organization

Date: 9/10/2004

73. My organization doesn't work out all the potential		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
bugs before introducing new products.	Salesperson: 3	0	0	0	66.67	33.33	0
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
	Sales Manager: 2	0	0	100	0	0	0
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
	Other: 2	0	0	50	0	50	0
	Total: 7	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
		0	0	42.86	28.57	28.57	0
74. My organization solicits feedback from the field about	0-1	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
the response to new products.	Salesperson: 3 Sales Manager: 2	0	0	33.33	33.33	33.33	0
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
		0	0	0	100	0	0
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
	Other: 2	0	0	50	50	0	0
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
	Total: 7	0	0	28.57	57.14	14.29	0

Sales Organization

Date: 9/10/2004

75. My organization updates training and tools are updated based on data received from the field.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Salesperson: 3	0	33.33	0	66.67	0	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Sales Manager: 2	0	50	0	0	50	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Other: 2	0	0	50	0	50	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Total: 7	0	28.57	14.29	28.57	28.57	0

76. Management gets sales involved in the product development process.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Salesperson: 3	0	0	33.33	33.33	33.33	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Sales Manager: 2	0	50	0	0	50	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Other: 2	0	50	0	50	0	0
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
Total: 7	0	28.57	14.29	28.57	28.57	0