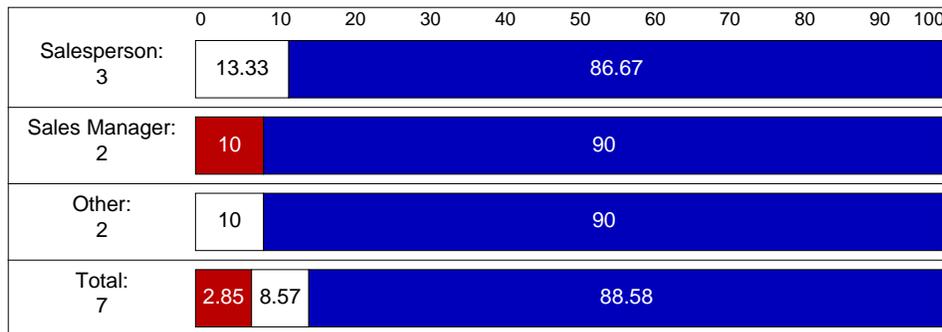


Sample Favorable vs Unfavorable

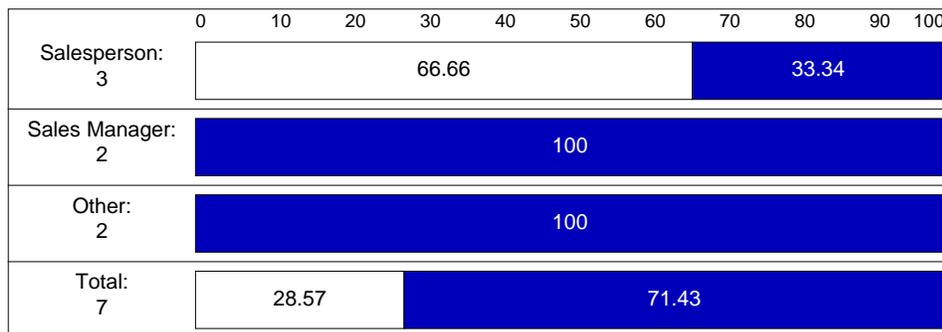
Sales Organization

Date: 9/10/2004

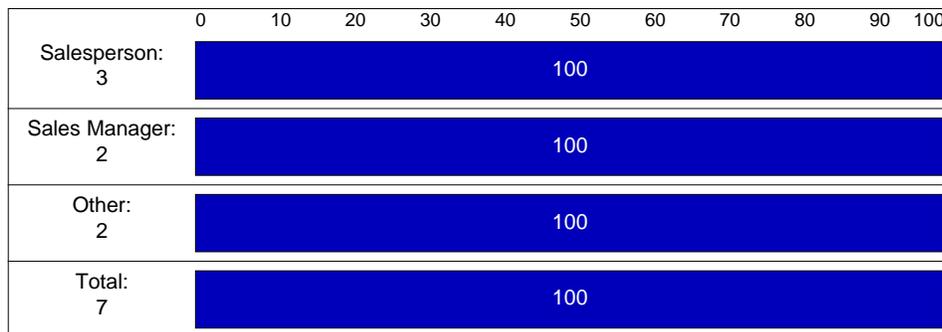
Category 1



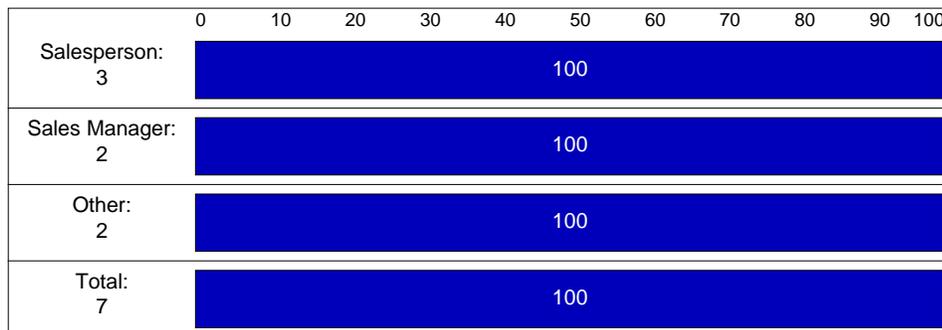
1. My organization teaches up-to-date sales methods to its salespeople.



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



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

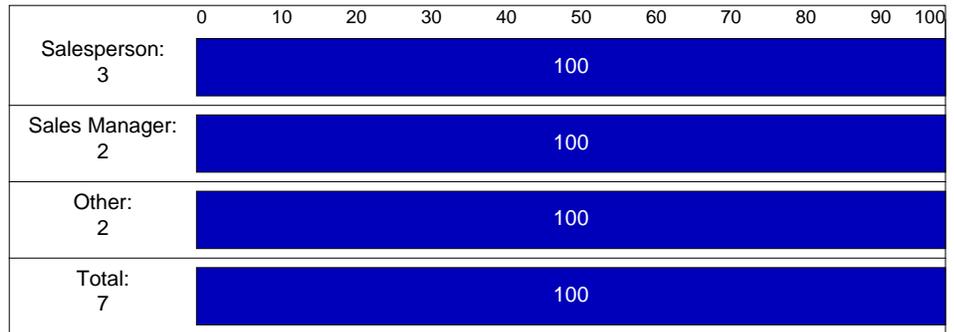


Sample Favorable vs Unfavorable

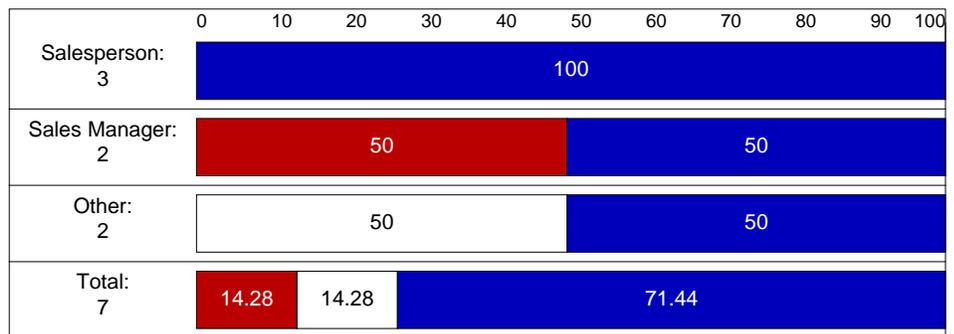
Sales Organization

Date: 9/10/2004

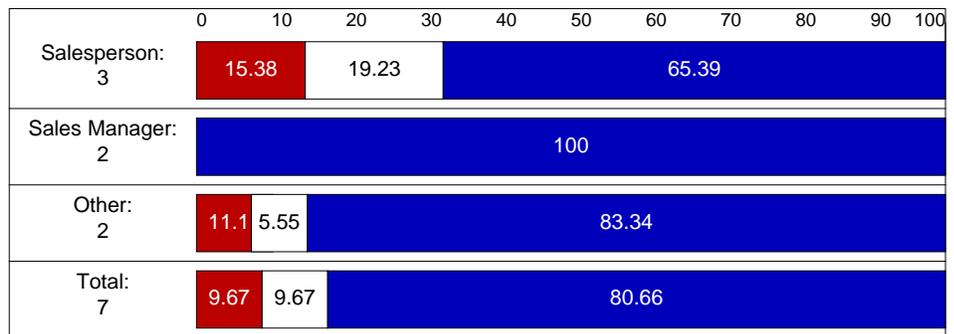
4. My organization provides relevant, up-to-the-minute tools and sales aids for its salespeople.



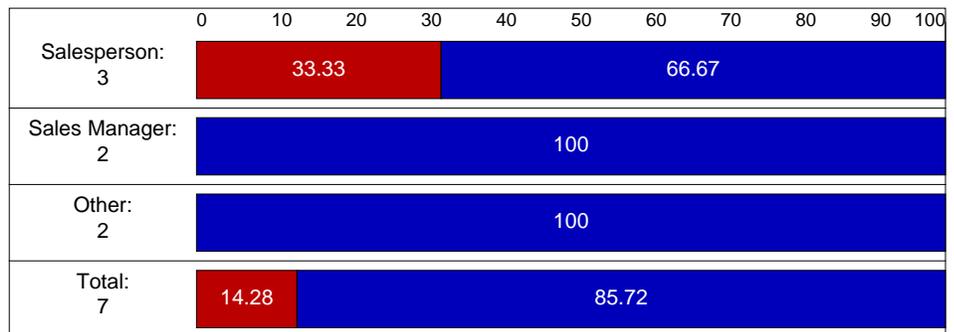
5. My organization clearly defines and rewards what it takes to be a sales success.



Category 2



6. My organization has a formal, structured training program for sales managers.

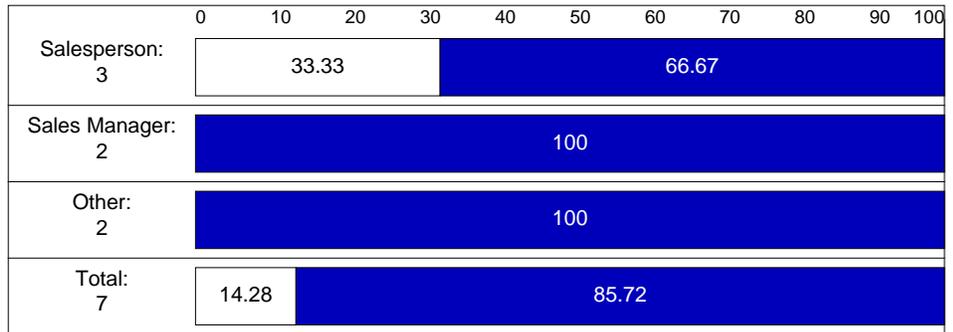


Sample Favorable vs Unfavorable

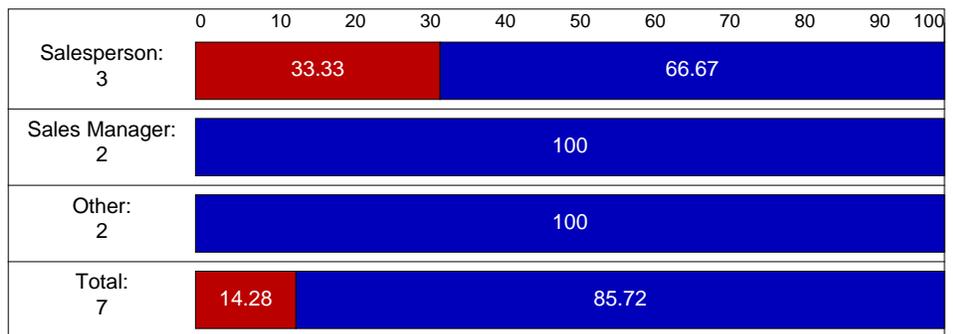
Sales Organization

Date: 9/10/2004

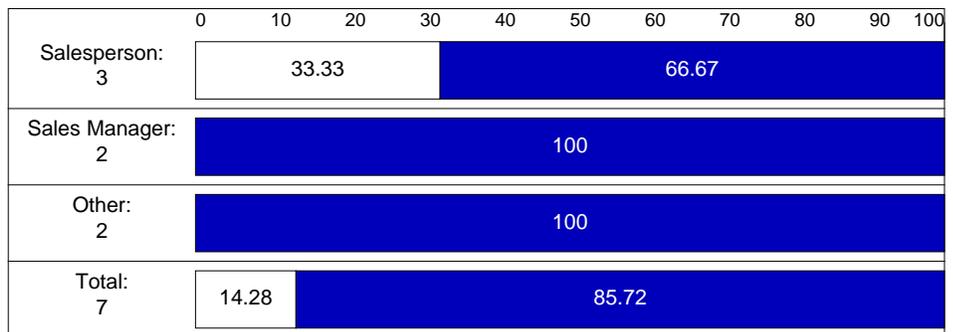
7. My organization has an effective performance management system of sales managers.



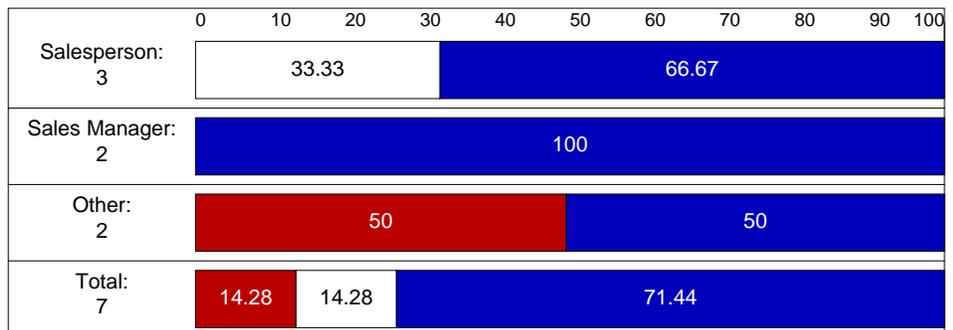
8. Sales managers at my organization are strong, effective leaders.



9. We have too much turnover in our sales team.



10. Many salespeople at my organization are stagnating.

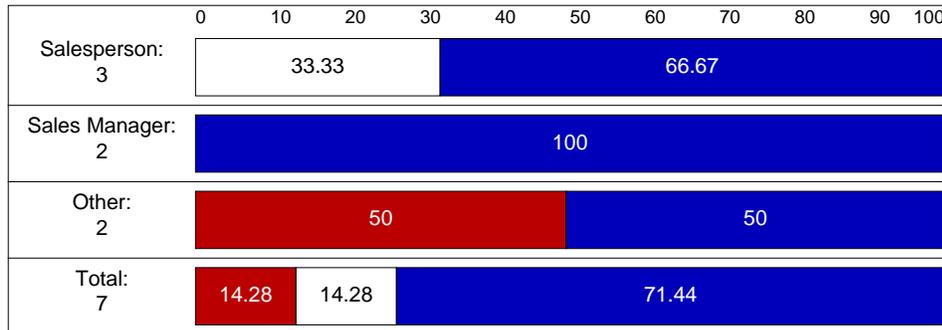


Sample Favorable vs Unfavorable

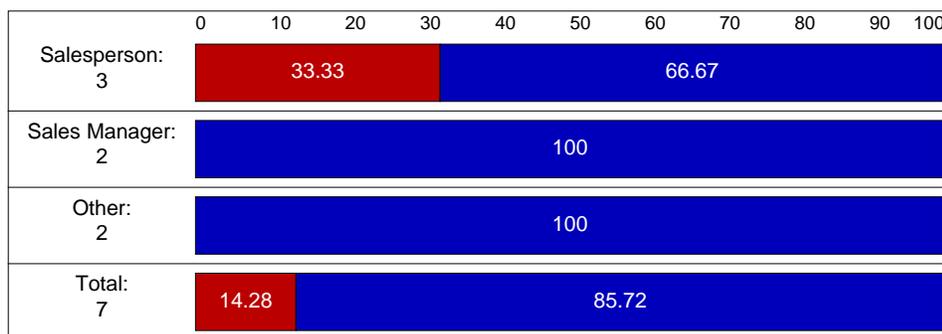
Sales Organization

Date: 9/10/2004

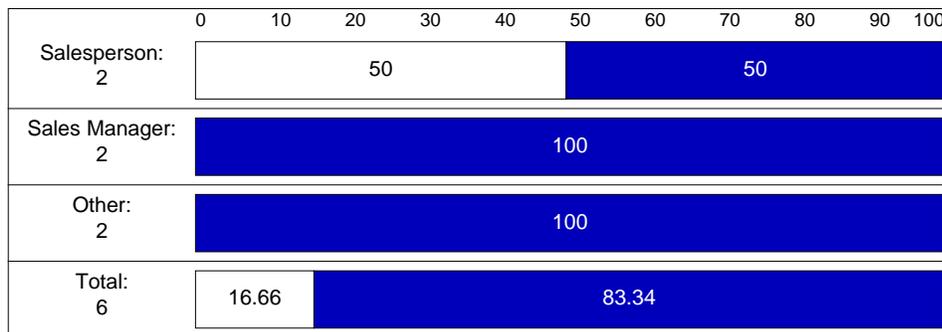
11. Sales managers at my organization know, with exact precision, precisely how to manage and motivate each salesperson individually.



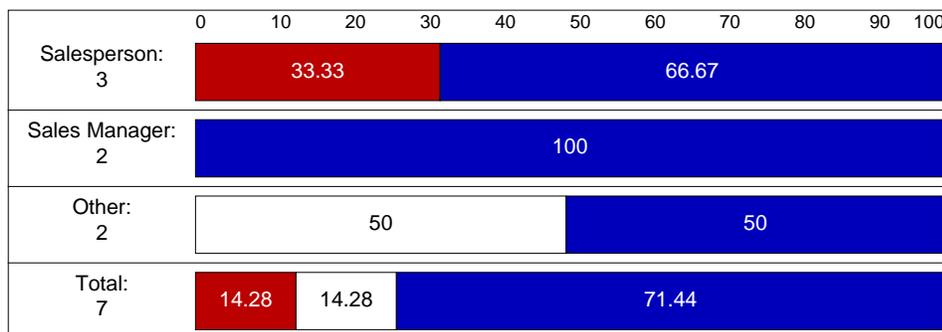
12. Salespeople know the exact expectations of them.



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



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

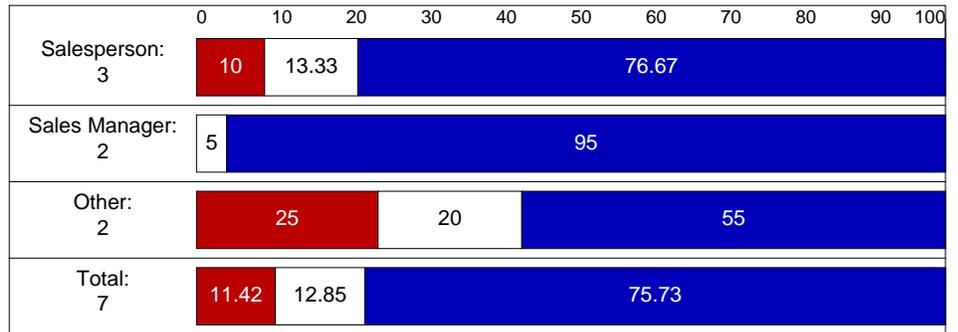


Sample Favorable vs Unfavorable

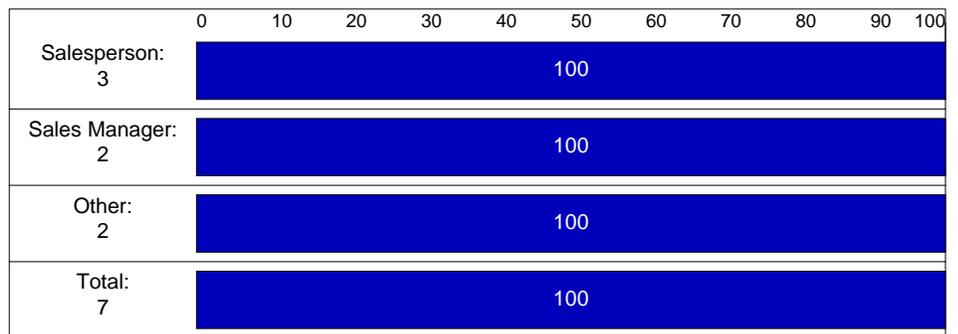
Sales Organization

Date: 9/10/2004

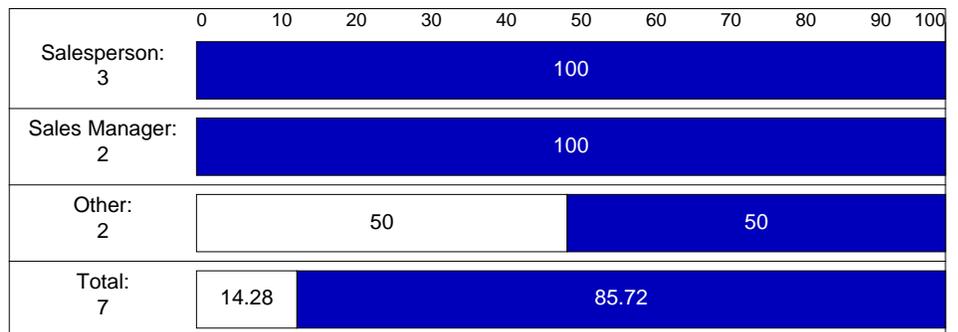
Category 3



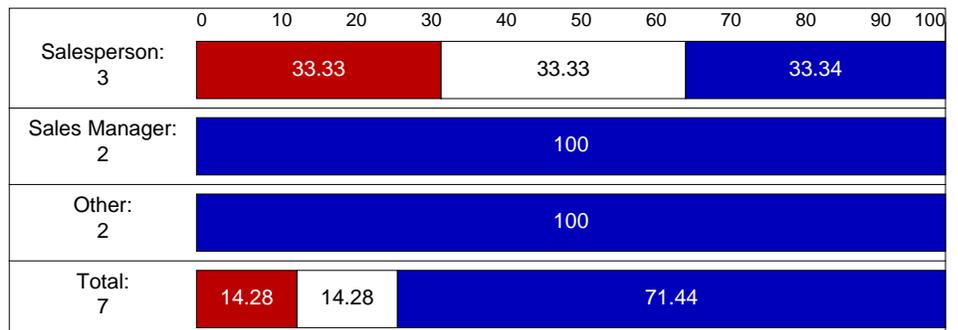
15. My organization gets many applications for sales positions.



16. My organization has a method for determining key success factors for each sales job.



17. My organization assesses prospective applicants against established success factors for the job.

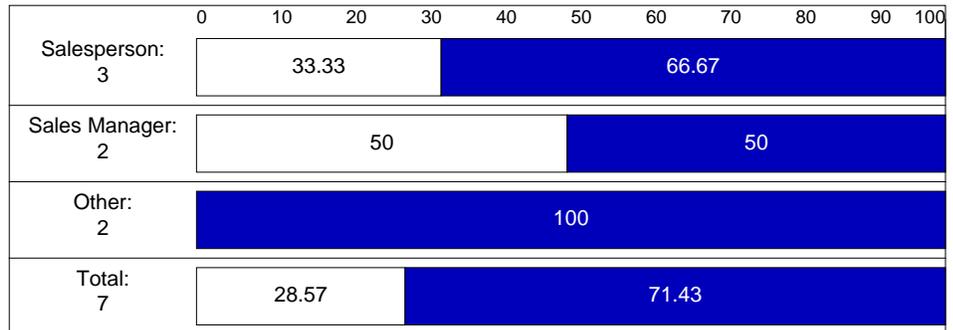


Sample Favorable vs Unfavorable

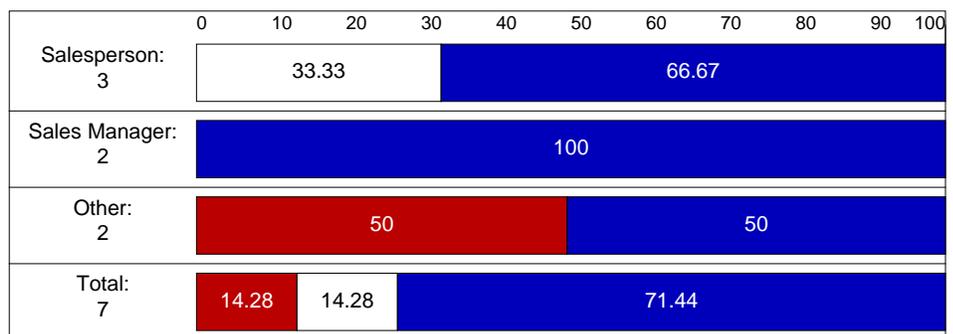
Sales Organization

Date: 9/10/2004

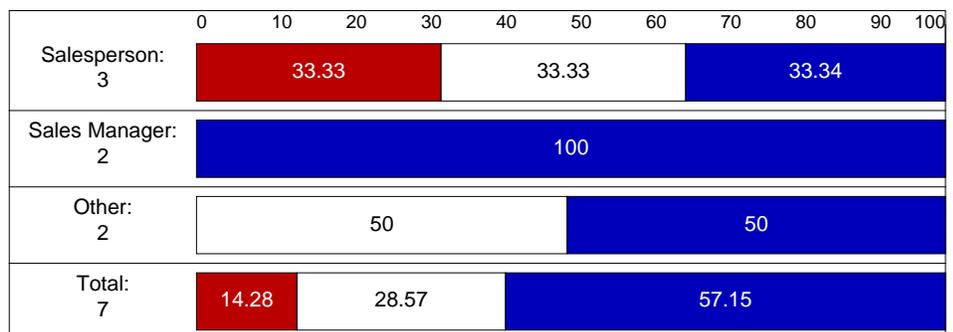
18. My organization has a method for objectively determining an applicants' selling skills before hiring them.



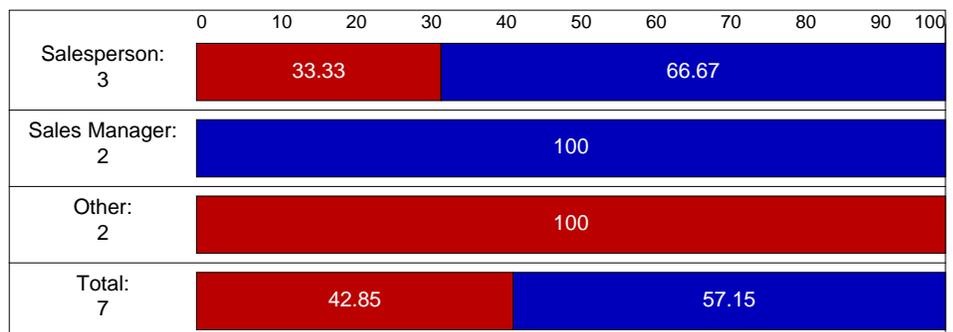
19. My organization has a method for objectively determining what personality traits each job and each applicant would bring to a position.



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



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

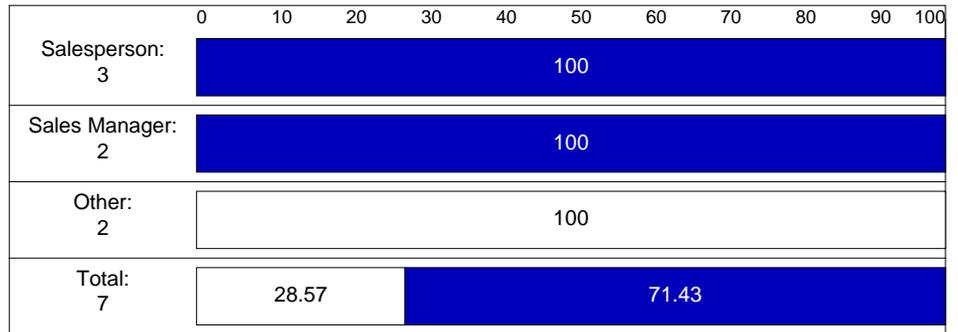


Sample Favorable vs Unfavorable

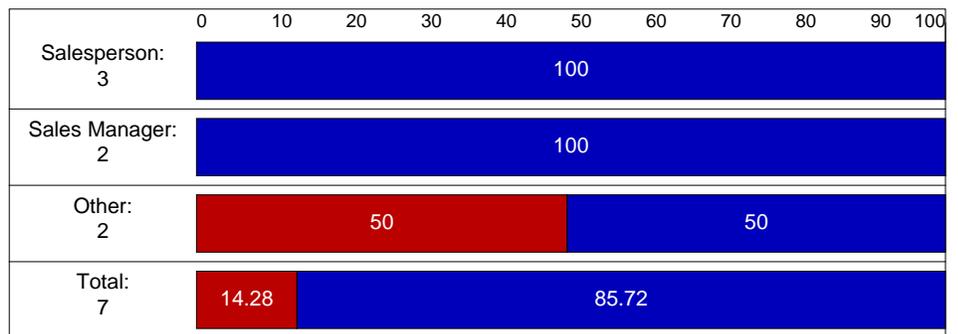
Sales Organization

Date: 9/10/2004

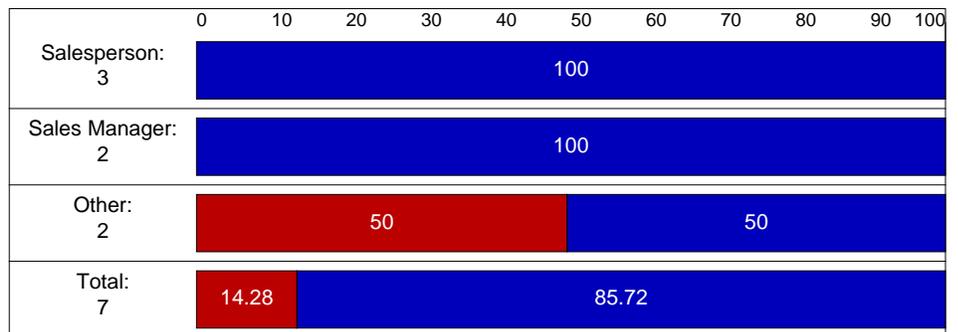
22. The bar is always being raised when new salespeople are hired at my organization.



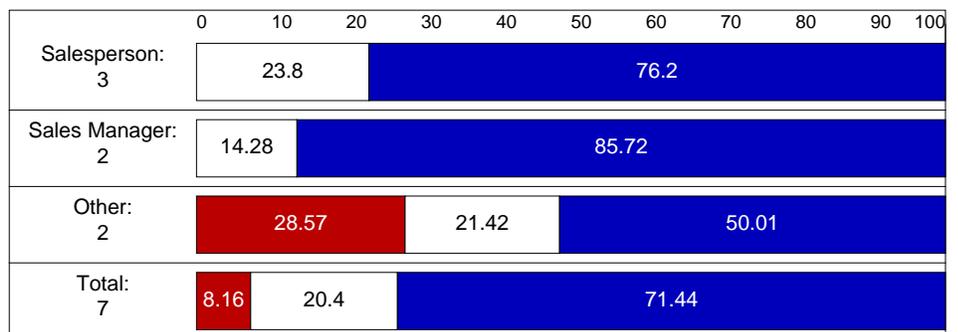
23. All applicants are screened as thoroughly as they should be before being hired.



24. My organization typically hires from within our industry.



Category 4

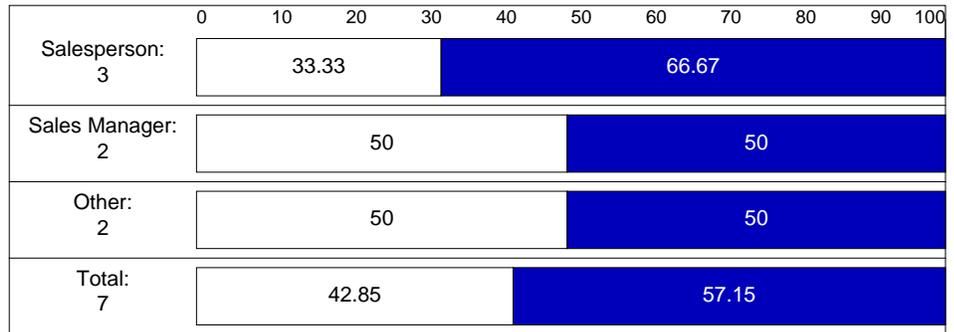


Sample Favorable vs Unfavorable

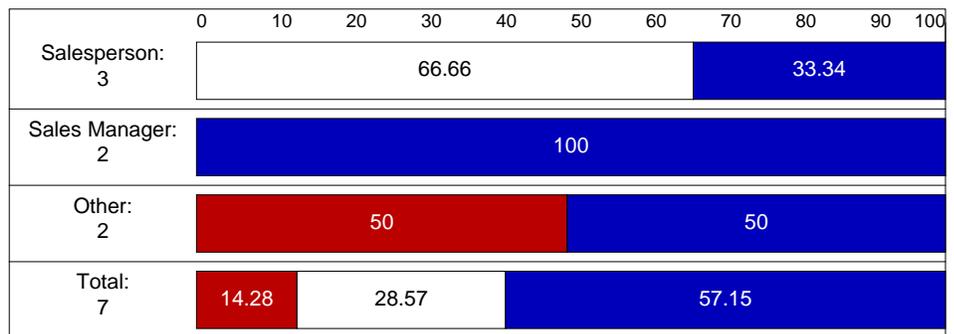
Sales Organization

Date: 9/10/2004

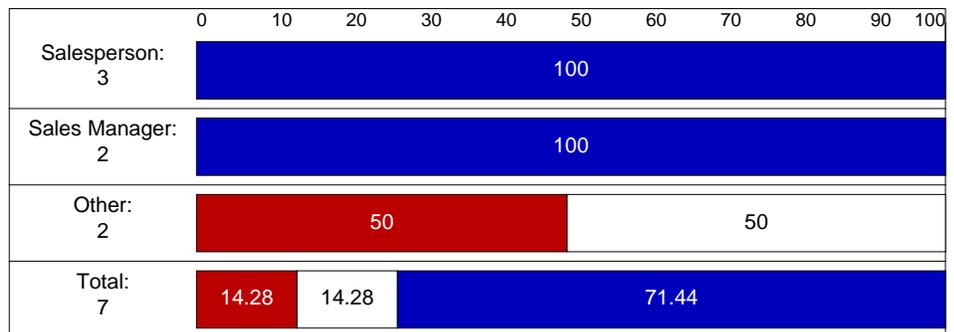
25. My organization's sales management hiring practices are different from our sales hiring practices.



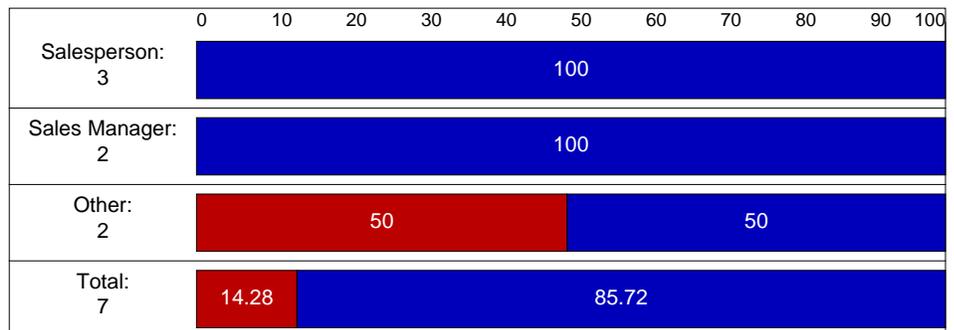
26. My organization's sales management hiring practices are as rigorous as our sales hiring practices.



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



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

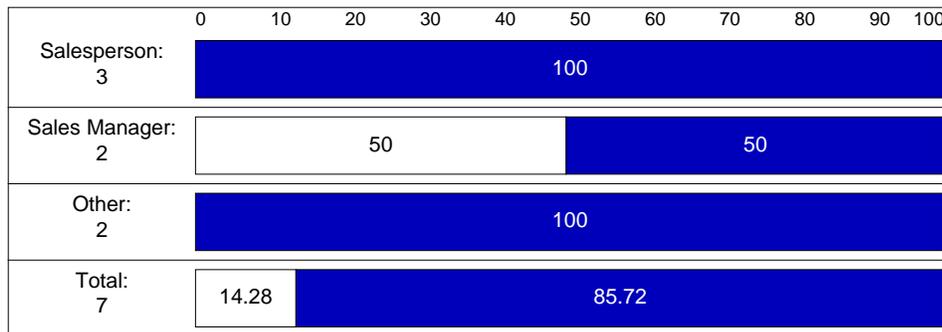


Sample Favorable vs Unfavorable

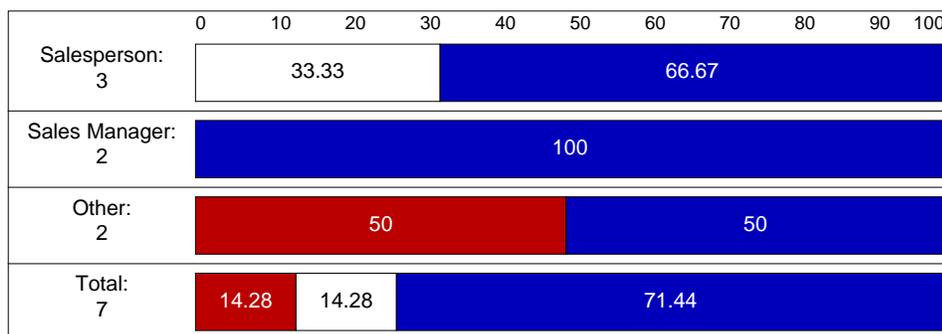
Sales Organization

Date: 9/10/2004

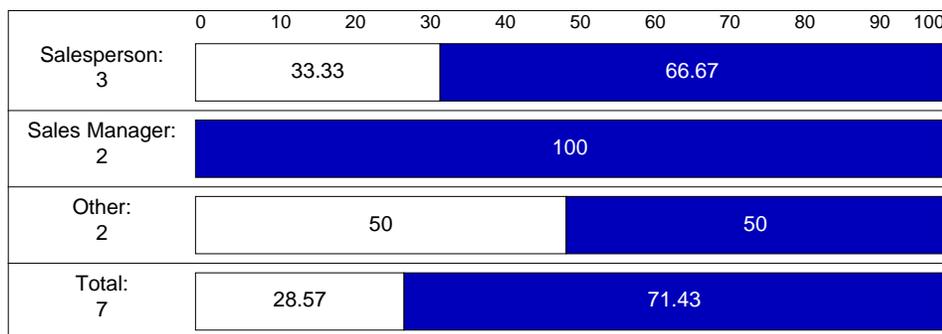
29. Salespeople receive feedback based on clearly stated expectations.



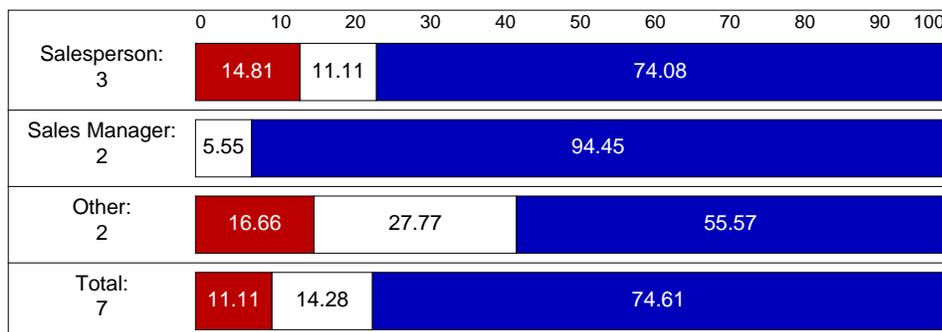
30. My organization maintains tight metrics related to the expectations placed on salespeople.



31. Teaching and coaching are top priorities of sales managers at my organization.



Category 5

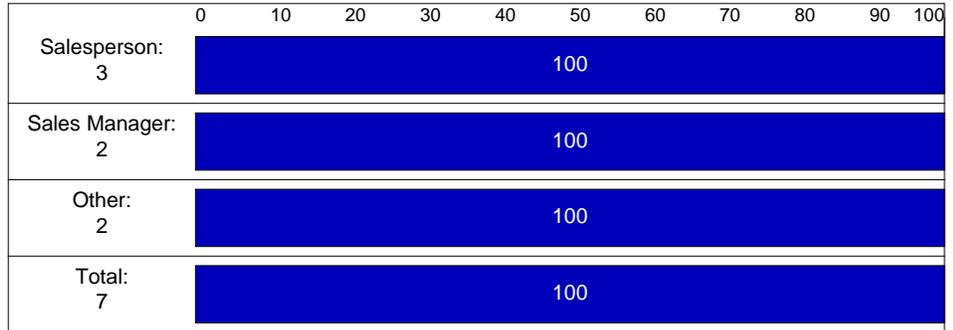


Sample Favorable vs Unfavorable

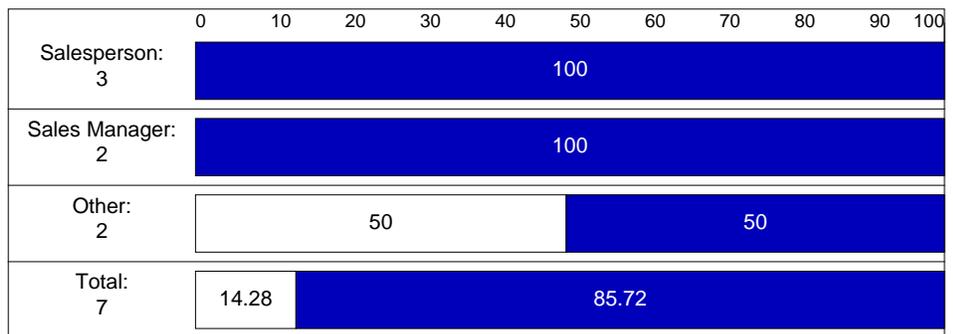
Sales Organization

Date: 9/10/2004

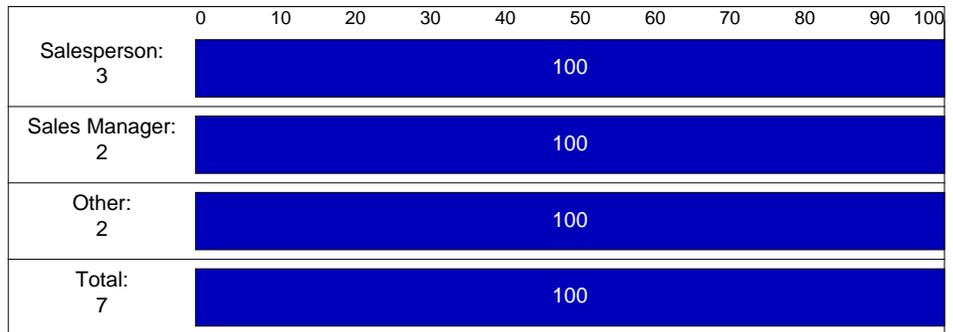
32. My organization has an aggressive recruitment program in place to attract strong salespeople.



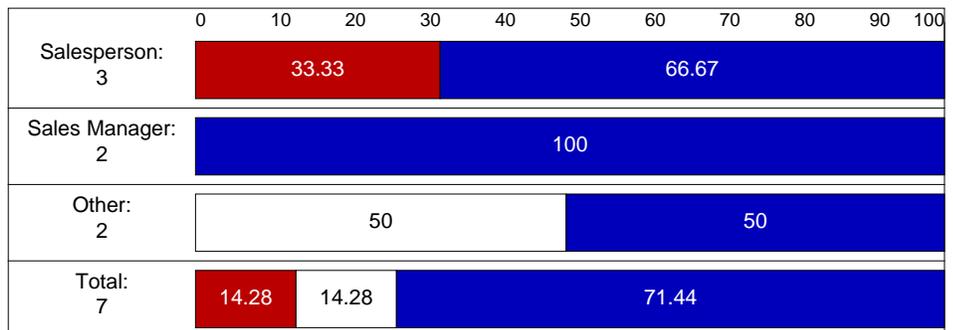
33. All sales managers at my organization follow a standard sales management system diligently.



34. My organization provides regular, consistent sales training for salespeople.



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

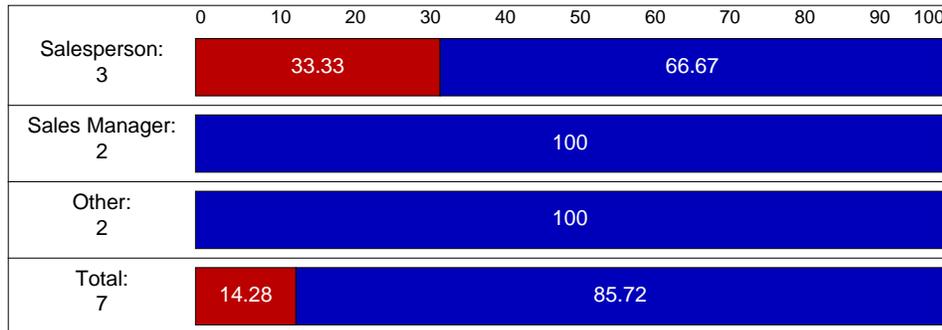


Sample Favorable vs Unfavorable

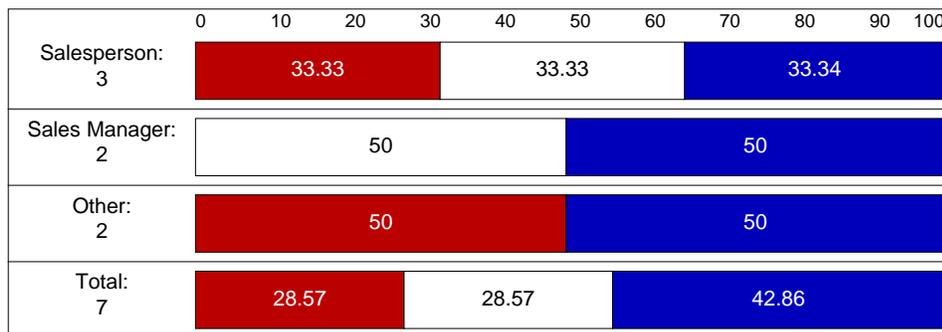
Sales Organization

Date: 9/10/2004

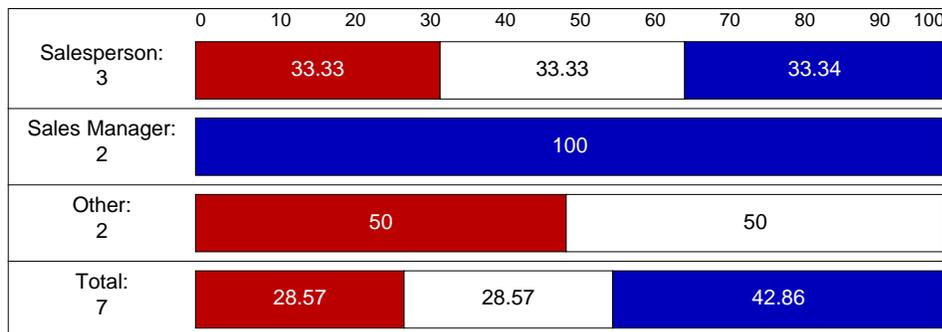
36. Sales managers spend quality time coaching salespeople at my organization.



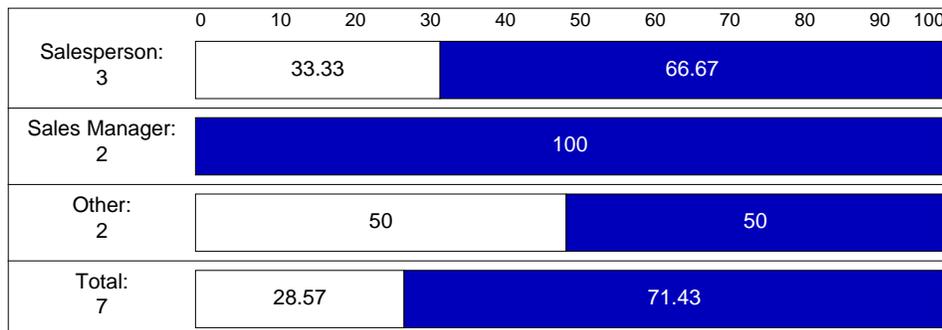
37. My organization has a process that allows salespeople to establish their own targets.



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



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

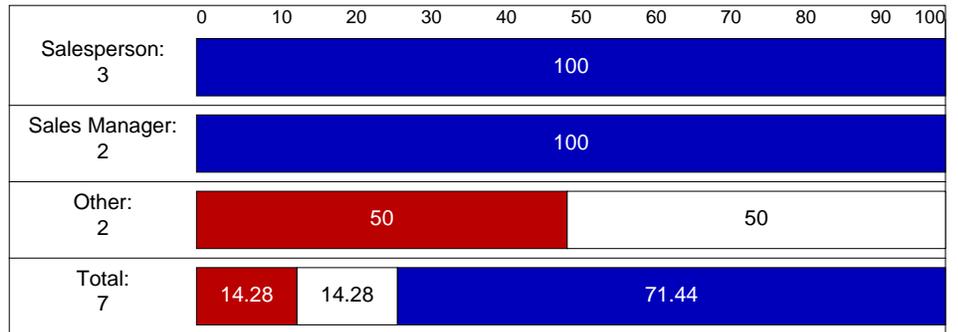


Sample Favorable vs Unfavorable

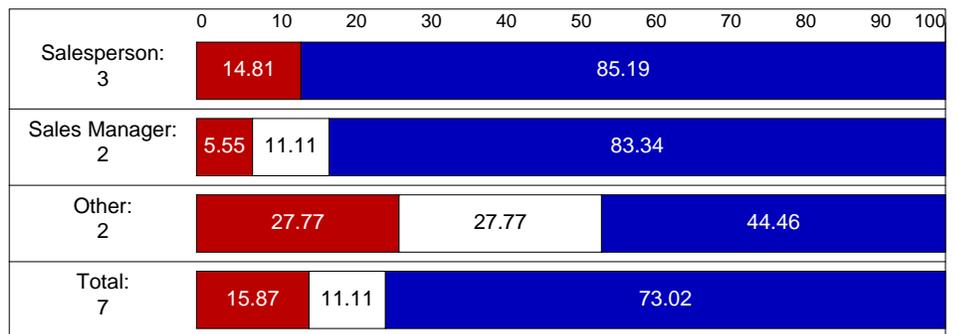
Sales Organization

Date: 9/10/2004

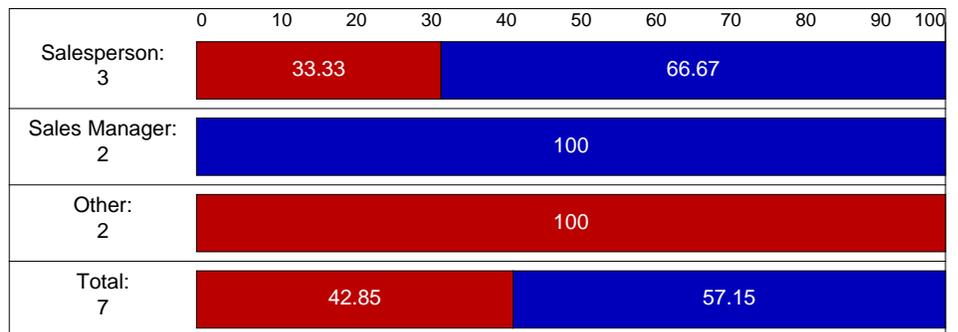
40. Our sales team's sales goals are based primarily on last year's performance.



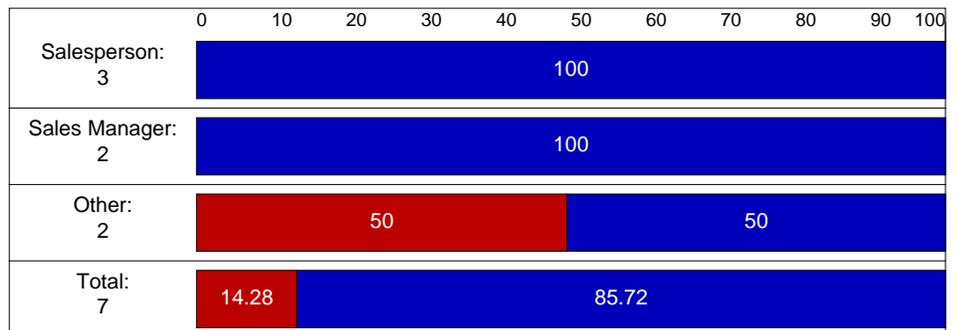
Category 6



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



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

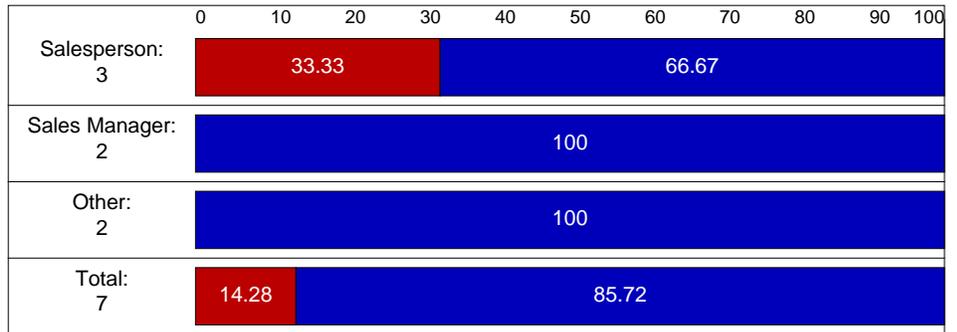


Sample Favorable vs Unfavorable

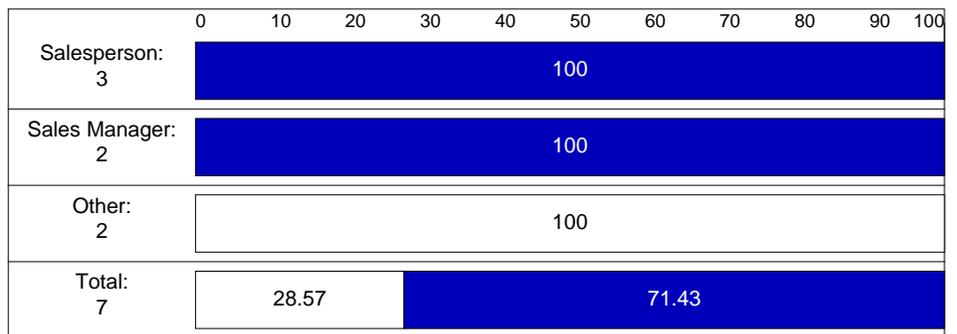
Sales Organization

Date: 9/10/2004

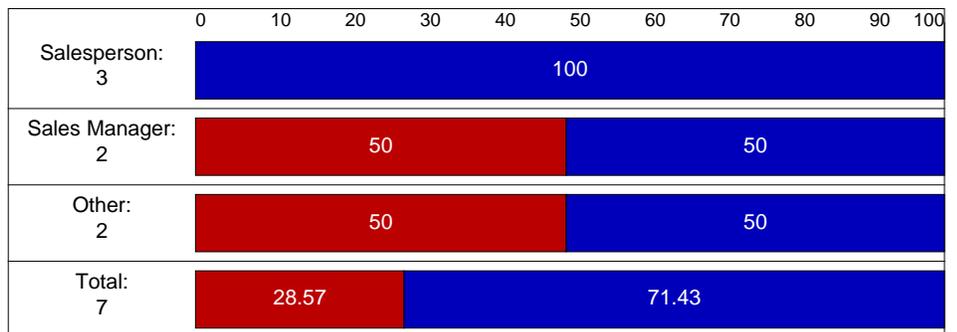
43. My organization relies on current, experienced salespeople to pass on valuable knowledge to new salespeople.



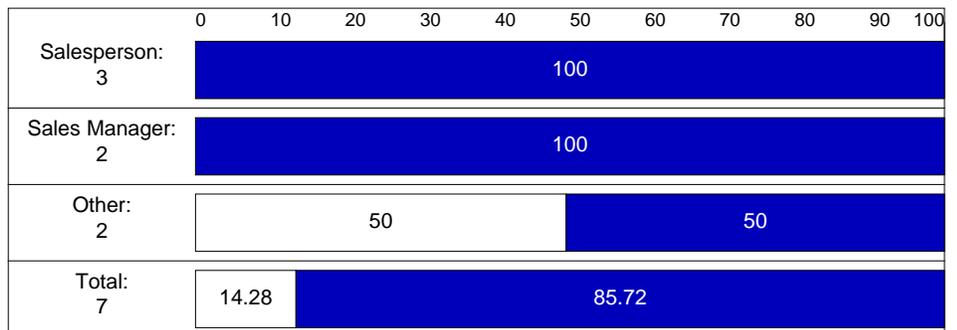
44. My organization teaches its salespeople how to sell value.



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



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

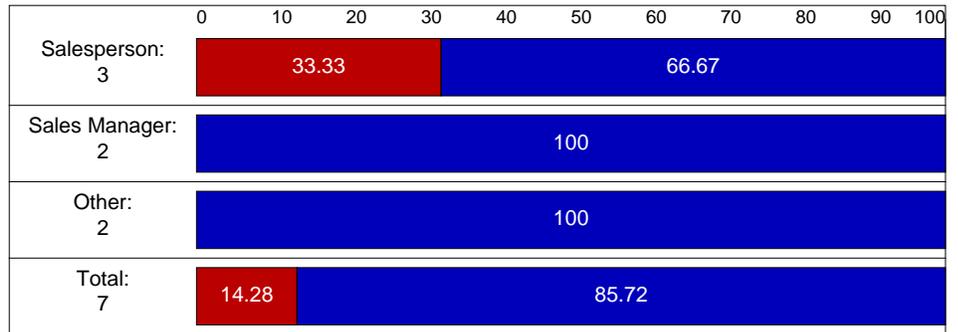


Sample Favorable vs Unfavorable

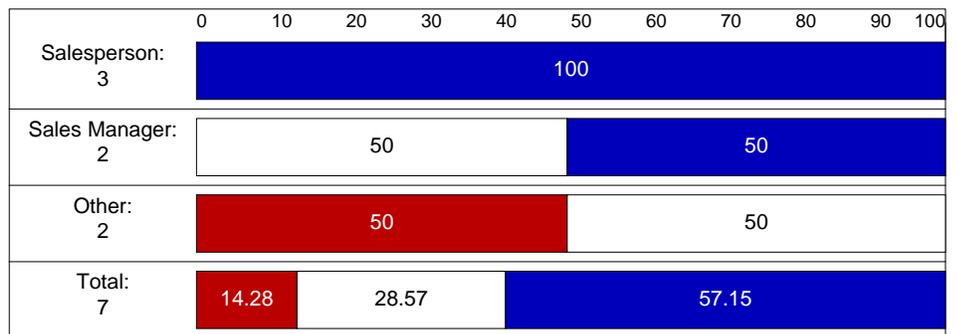
Sales Organization

Date: 9/10/2004

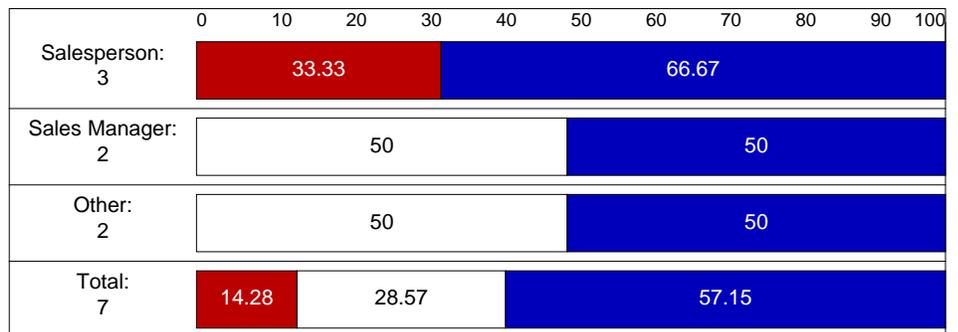
47. My organization works to ensure that salespeople truly believe in its products and services.



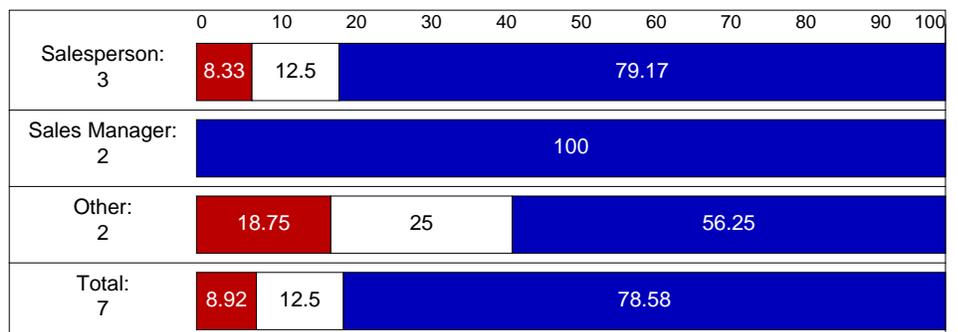
48. My organization wants to ensure salespeople have true mastery of selling skills.



49. Salespeople at my organization are required to complete a prescribed number of activities daily relative to phone calls, visits, etc.



Category 7

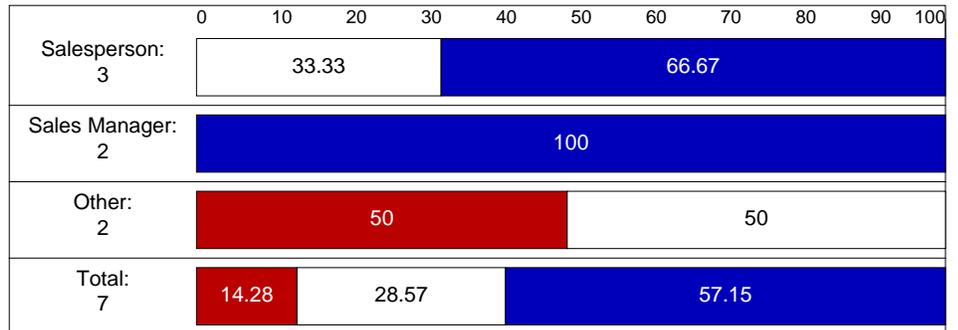


Sample Favorable vs Unfavorable

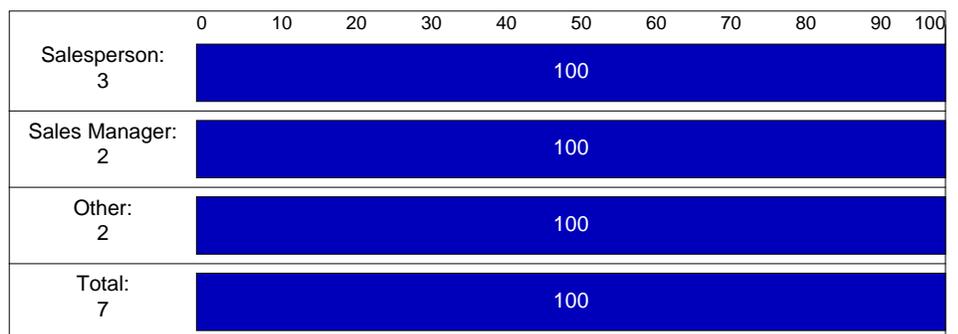
Sales Organization

Date: 9/10/2004

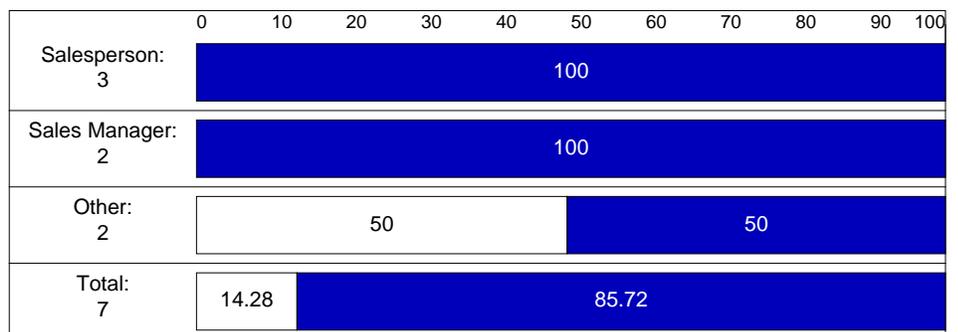
50. The sales department at my organization is profitable.



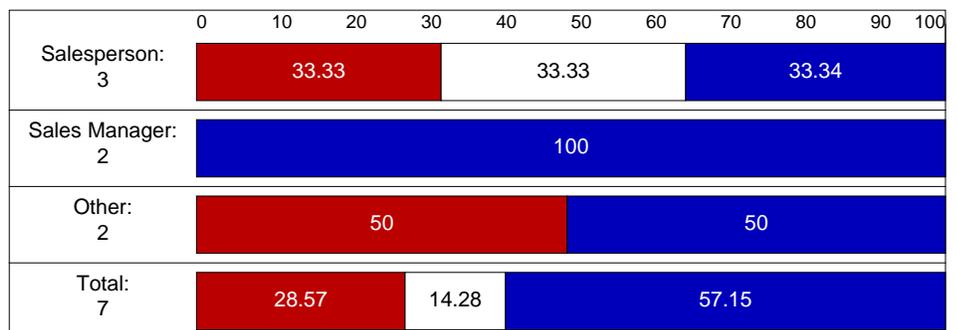
51. People at my organization believe it could thrive just as well without the sales department.



52. The sales department is supported by key organization executives.



53. Sales department standards are equal to those of other departments.

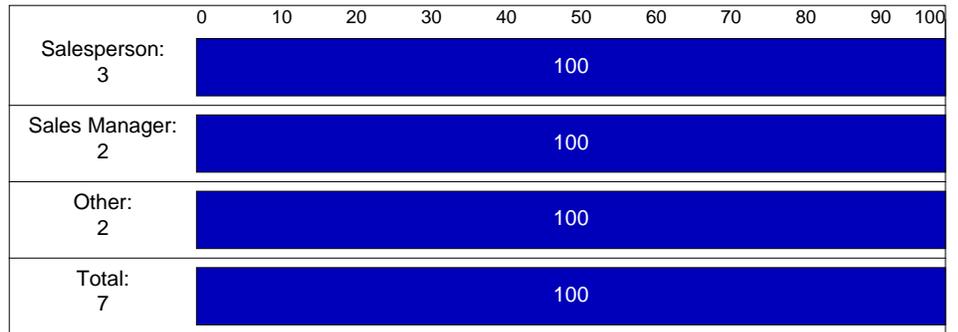


Sample Favorable vs Unfavorable

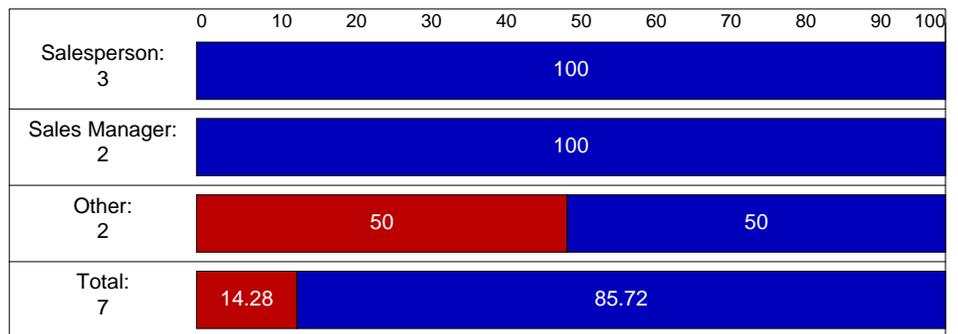
Sales Organization

Date: 9/10/2004

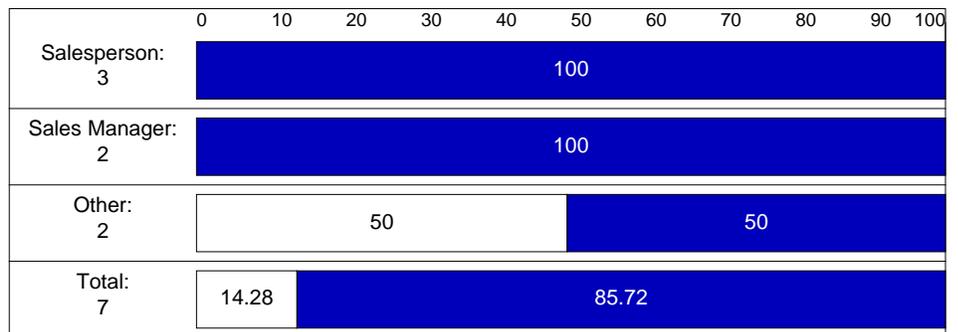
54. Sales department standards exceed those of other departments.



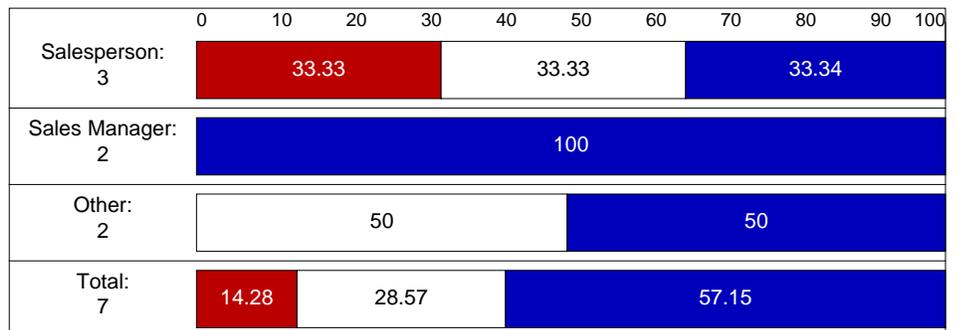
55. The sales force at my organization has clear, measurable expectations OTHER than sales quotas.



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



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

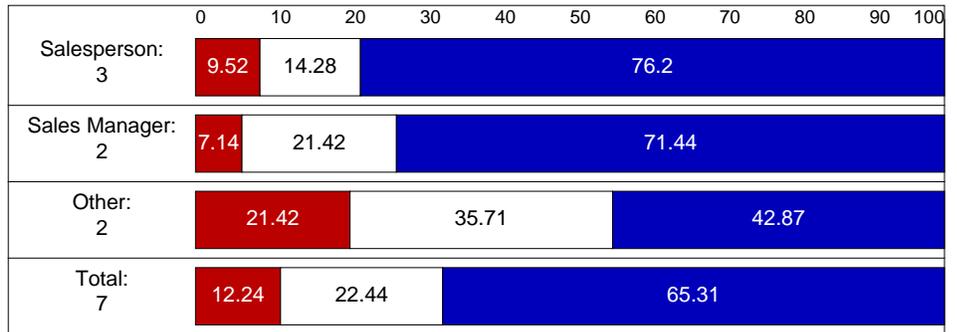


Sample Favorable vs Unfavorable

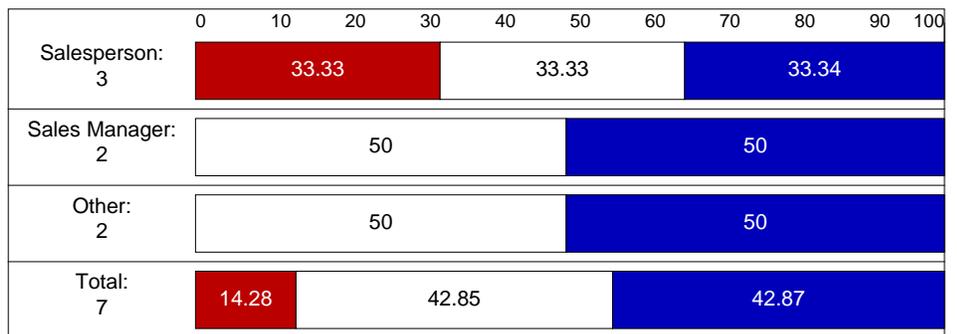
Sales Organization

Date: 9/10/2004

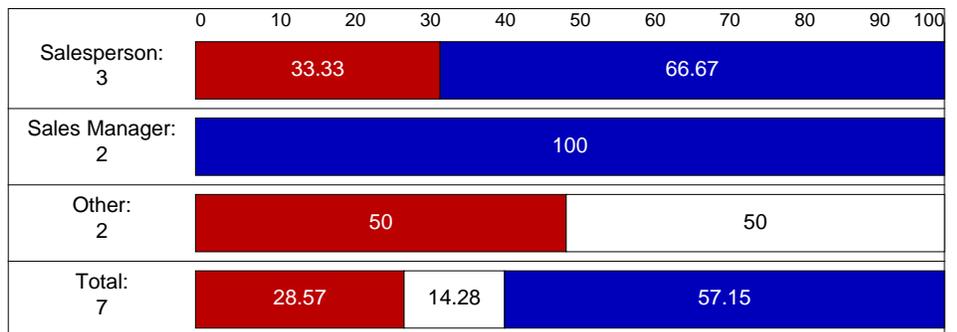
Category 8



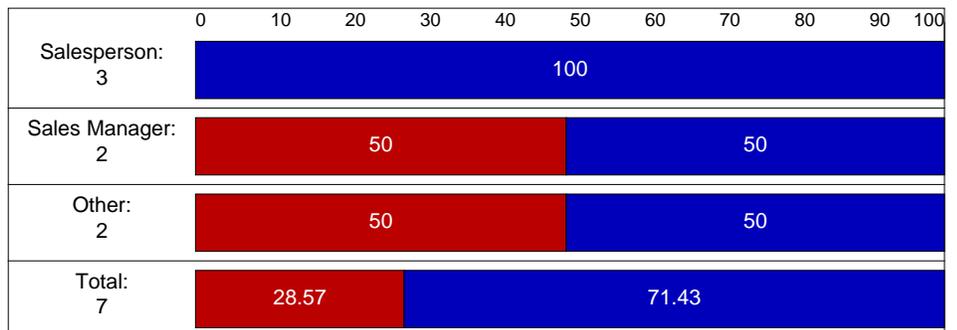
58. My organization measures its salespeople on the right criteria.



59. Salespeople at my organization have clear levels of responsibility.



60. The levels of responsibility and authority given to salespeople at my organization match.

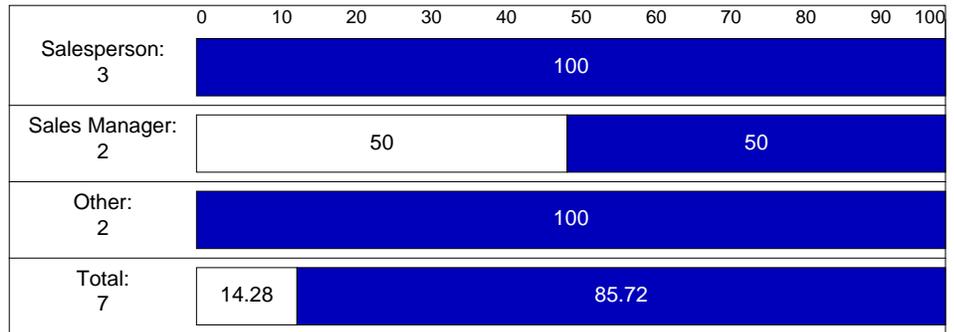


Sample Favorable vs Unfavorable

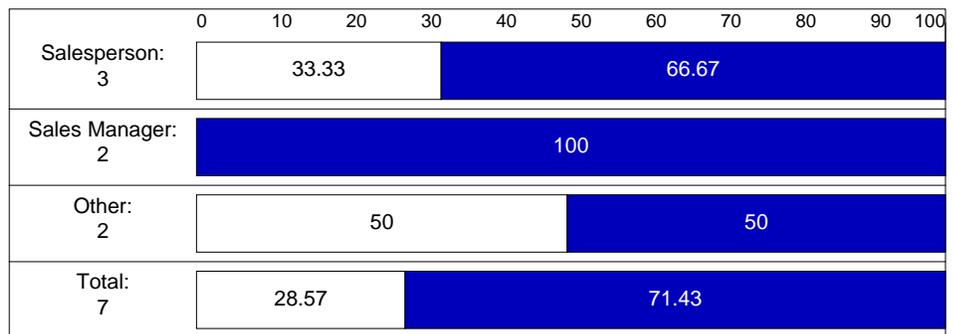
Sales Organization

Date: 9/10/2004

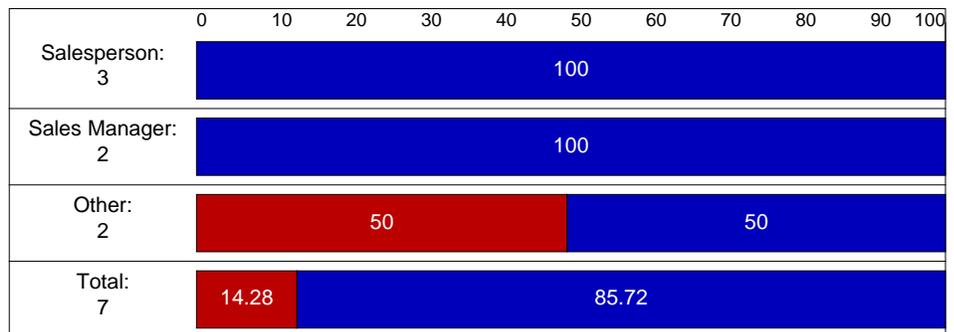
61. My organization rewards its salespeople for the right things.



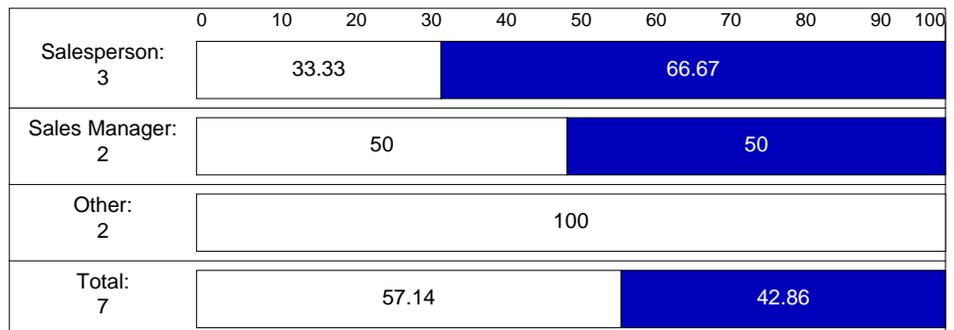
62. My organization's sales plan drives achievement.



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



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

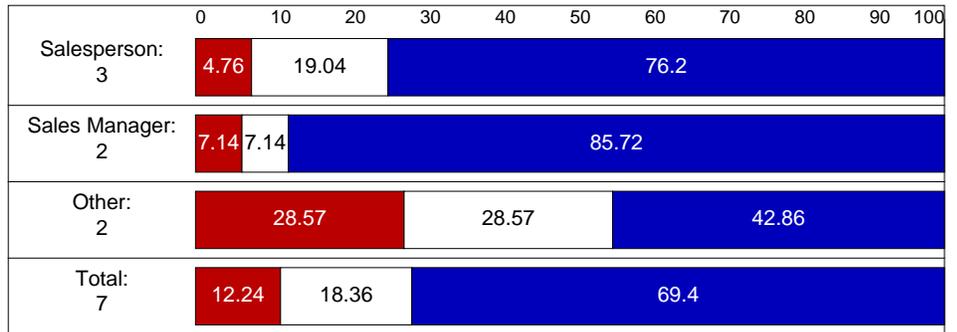


Sample Favorable vs Unfavorable

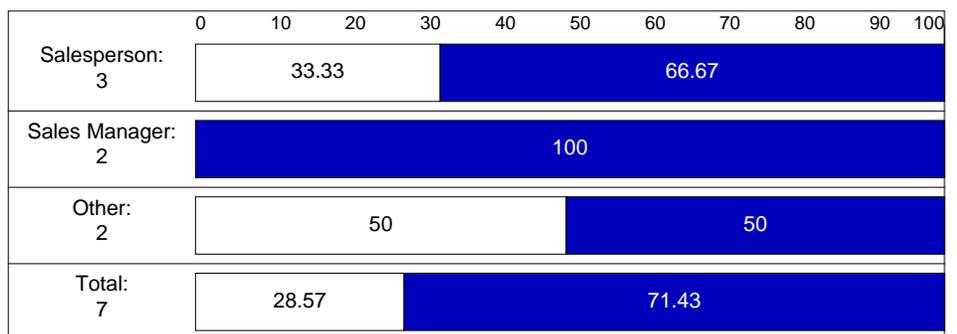
Sales Organization

Date: 9/10/2004

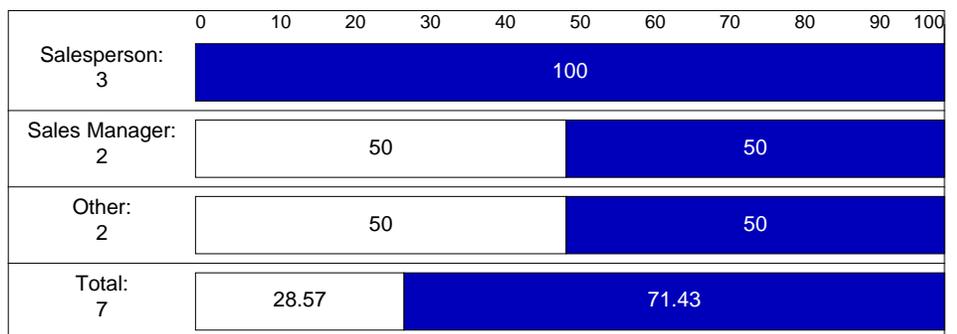
Category 9



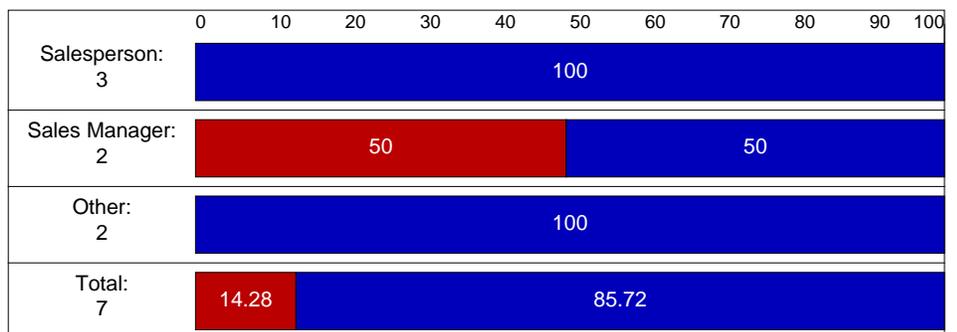
65. My organization's salespeople know how the organization is positioned in the market.



66. My organization's salespeople know how the products we offer are positioned in the market.



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

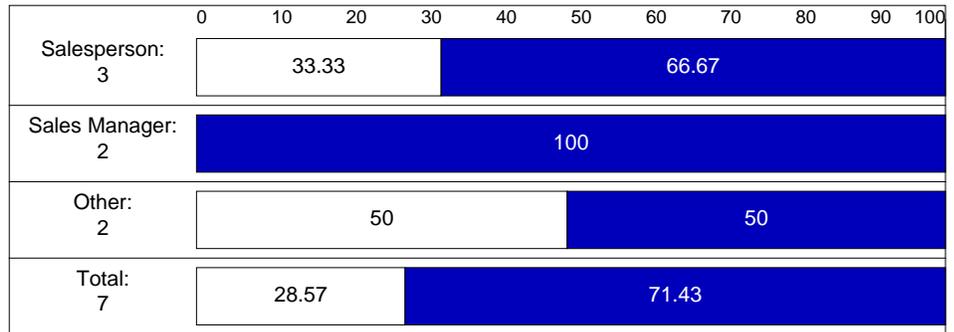


Sample Favorable vs Unfavorable

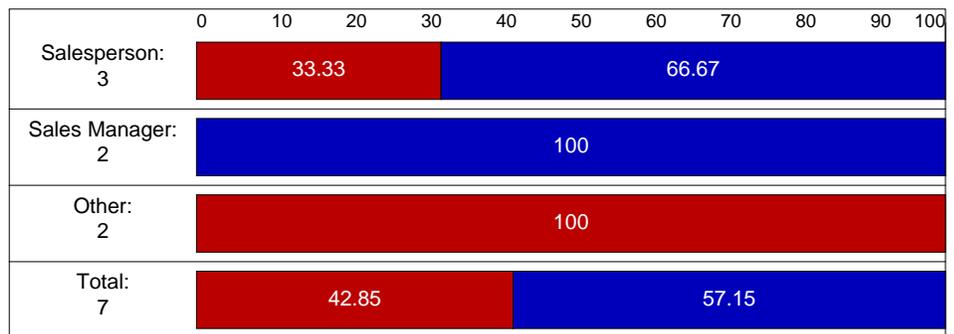
Sales Organization

Date: 9/10/2004

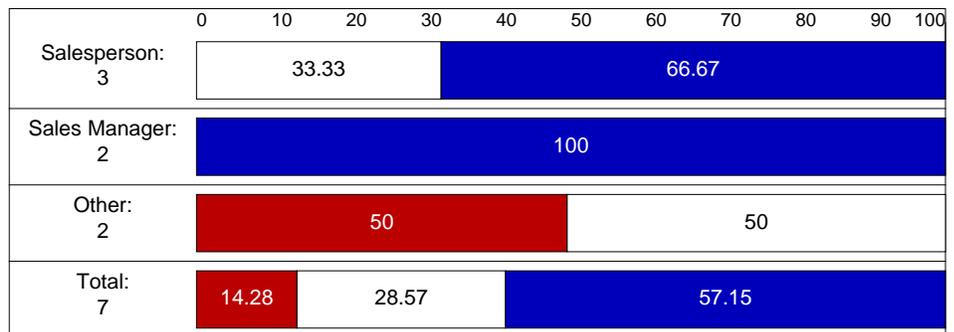
68. My organization provides basic sales training to service and technical personnel.



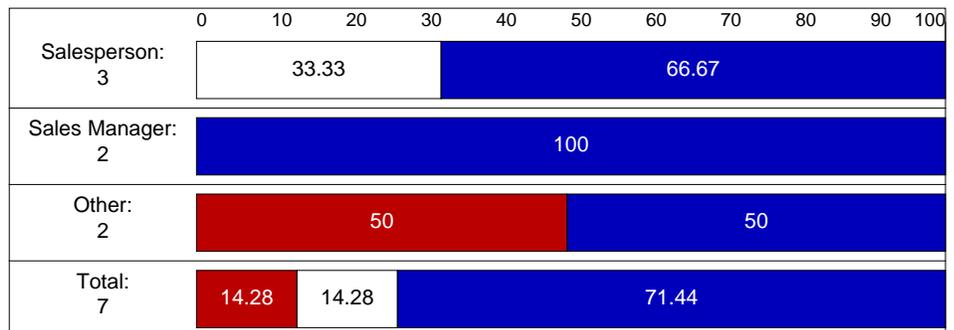
69. My organization's sales tools reflect the organization's marketing message.



70. My organization holds our sales team accountable for exceeding customer expectations.



71. The more sales, marketing and service departments coordinate, the more successful an organization will be.

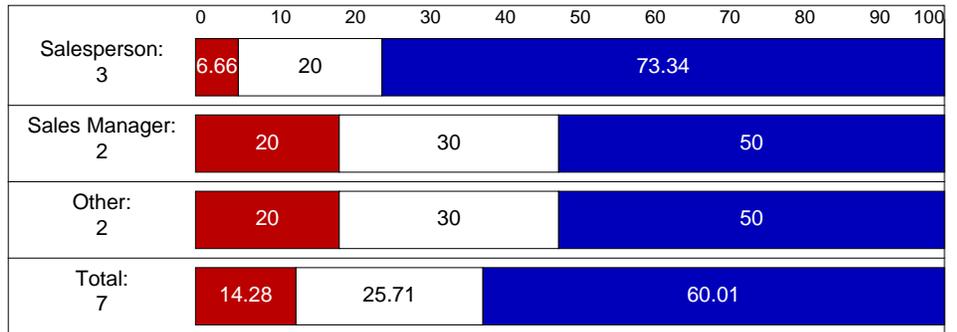


Sample Favorable vs Unfavorable

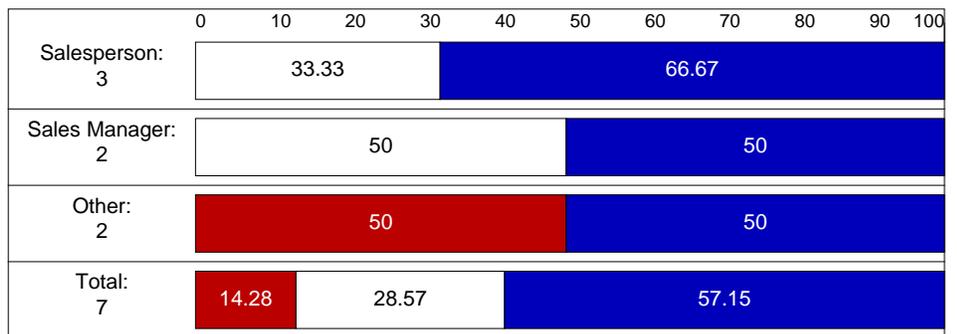
Sales Organization

Date: 9/10/2004

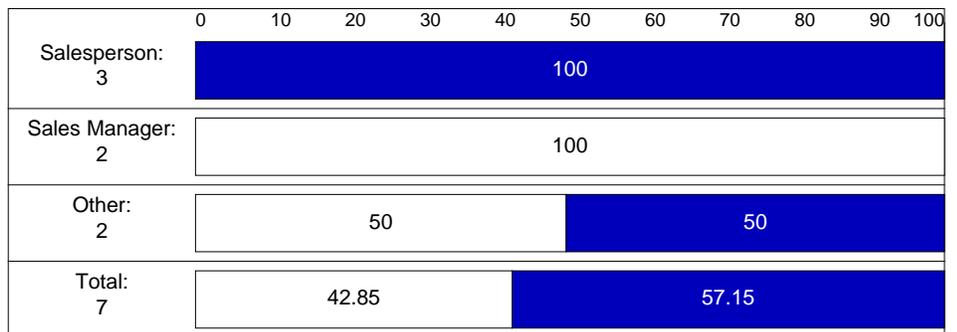
Category 10



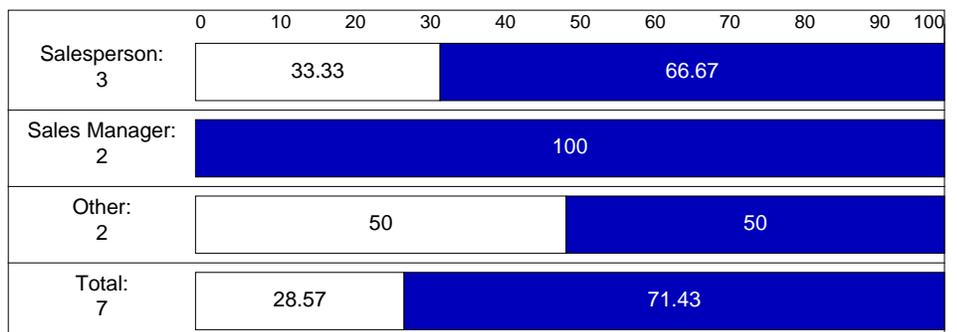
72. My organization field tests sales aids and sales tools before they are used in the field.



73. My organization doesn't work out all the potential bugs before introducing new products.



74. My organization solicits feedback from the field about the response to new products.

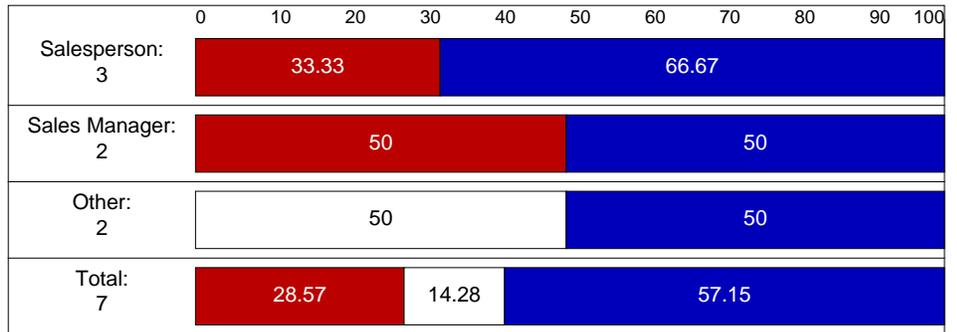


Sample Favorable vs Unfavorable

Sales Organization

Date: 9/10/2004

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



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

