



WORKPLACE WOF

A workplace wof for a sales team and sales leadership!

Ask yourself, your leaders & where appropriate, your team, these 50 questions across various dimensions of the business.

Set aside time to reflect & review. Then together reset what you should work on.

Best practice: Choose 2-3 per quarter.

We hope this is useful for you to grow and develop your business, team, and leaders.



Process and Methodology

1. Process Clarity: How well-defined are the sales processes, and how consistently are they followed?
2. Lead Qualification: What criteria is used to qualify leads?
3. Sales Cycle: What is the average length of the sales cycle?
4. Objection Handling: What is the process for handling objections, and how effective is it?
5. Follow-Up: What follow-up procedures are in place, and how rigorously are they executed?



Conversion Rates and Metrics

6. Conversion Rate: What is the current lead-to-customer conversion rate?
7. Sales Funnel Analysis: Where do most leads drop off in the sales funnel, and why?
8. Performance Metrics: What key performance indicators (KPIs) are tracked, and how do they align with business goals?
9. Win/Loss Analysis: How often is win/loss analysis conducted of sale, what insights have been gained, and learned from?

Strategy and Target Market

10. Market Segmentation: How well is the target market defined and segmented?
11. Positioning: How is the product/service positioned in the market? Do your target customers know your value proposition?
12. Competitor Analysis: How frequently is competitor analysis performed, and how does it inform strategy?
13. Do you have a strategy? Does everyone in the business know what it is? Are you reviewing every quarter/year?



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Culture and Motivation

14. Team Culture: How would you describe the sales team culture?
15. Motivation: What strategies are in place to keep the sales team motivated?
16. Recognition and Rewards: How are achievements recognised and rewarded?
17. Feedback Mechanisms: How frequently is feedback sought from sales team members, and how is it acted upon?



Channels and Outreach

18. Channel Effectiveness: What sales channels are being used, and which are the most effective?
19. Digital Presence: How strong is the digital presence, and how well is it leveraged for lead generation?
20. Outreach Strategy: What is the outreach strategy, and how diversified is it?



CRM System

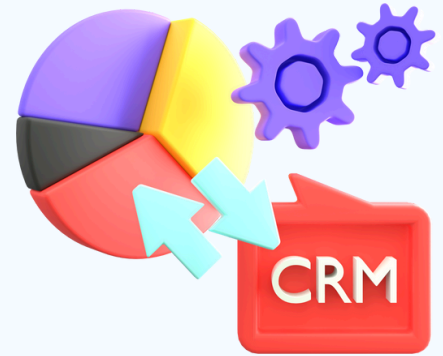
21. CRM Utilisation: How effectively is the CRM system being used?
22. Data Accuracy: How accurate and up-to-date is the data within the CRM?
23. Integration: How well is the CRM integrated with other tools and systems?
24. Training: How frequently are CRM training sessions conducted for the team?

Training Programs

25. Sales Training: What ongoing training programs are in place for salespeople?
26. Leadership Training: What leadership development programs are available for sales leaders?
27. Skill/Capability Assessment: How are the skills of salespeople assessed and developed?
28. Onboarding: What is the onboarding process for new sales team members?
29. Mentorship: Are there mentorship programs available for new or struggling salespeople?

Leadership & Management

30. Leadership Style: How would you describe the leadership style within the sales department?
31. Communication: Do you and members of your team have straight talk conversations, hold people to account and deal with conflict?
32. Performance Reviews: How are performance reviews conducted, and how often? How comfortable are your managers with the practice of coaching, and do they do it?
33. Resource Allocation: How effectively are resources allocated to support the sales team to grow (systems & people)?
34. Strategic Planning: How involved are sales leaders in strategic planning of the business or sales strategy?



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Resilience and Wellbeing

35. Resilience: What measures are in place to build and support resilience among the sales team?
36. Stress Management: How does the team manage stress, and what resources are available to support mental health?
37. Work-Life Balance: How is work-life balance encouraged and maintained?
38. Wellbeing Programs: What wellbeing programs or initiatives are available for the sales team?



Recruitment

39. Recruitment Process: What is the process for recruiting new sales team members?
40. Candidate Fit: How do you ensure new recruits are a good fit for the company culture and sales team?
41. Diversity and Inclusion: How do you promote diversity and inclusion within the sales team?



INTENTIONAL INFLUENCING
BRINGING POTENTIAL TO REALITY

Goal Setting

42. Goal Alignment: How are individual goals aligned with overall company objectives, are they reviewed and reset regularly?
43. SMART Goals: Are sales goals set using the SMART criteria (*Specific, Measurable, Achievable, Relevant, Time-bound*)?
44. Progress Tracking: How is progress towards goals/targets tracked and communicated?
45. Reset: What systems are in place to adjust goals in response to changing circumstances? Do you have an agile approach?



Miscellaneous

46. Customer Feedback: How is customer feedback collected and used to improve the sales process?
47. Innovation: How open is the sales team to trying new approaches and tools?
48. Collaboration: How well does the sales team collaborate with other departments (e.g., marketing, product development, logistics)?
49. Market Trends: How well does the sales team stay informed about market trends and adapt accordingly?
50. Psychometric Testing: Do you use behavioural tools such as Extended DISC for self awareness & awareness of others?

If you are unable to answer some of these questions with certainty then maybe reach out to Di +64 21 944 613 hello@intentionalinfluencing.com for a discussion on what next steps for you and your business could be?