G3.01 CUST

Strengthening the sales

Professionalism in all the links of a sale

chain

CUSTOMER RELATIONS :: Sales :: Sales Chain

Company:



## Intention

By systematically going through all of our processes in sales, we can find new ways of developing our sales skills and thereby increase our revenue.

## Process

Start by assessing how good your organization is today at performing the 12 different links in the sales chain. Place a cross in the boxes to score (1-5) your performance, with 5 being the highest. Some links will be more relevant than others, and there might be different situations for different customer segments or product areas.

Then decide which person in the organization should be responsible for what process from now on. Some links in the sales chain can perhaps be outsourced.

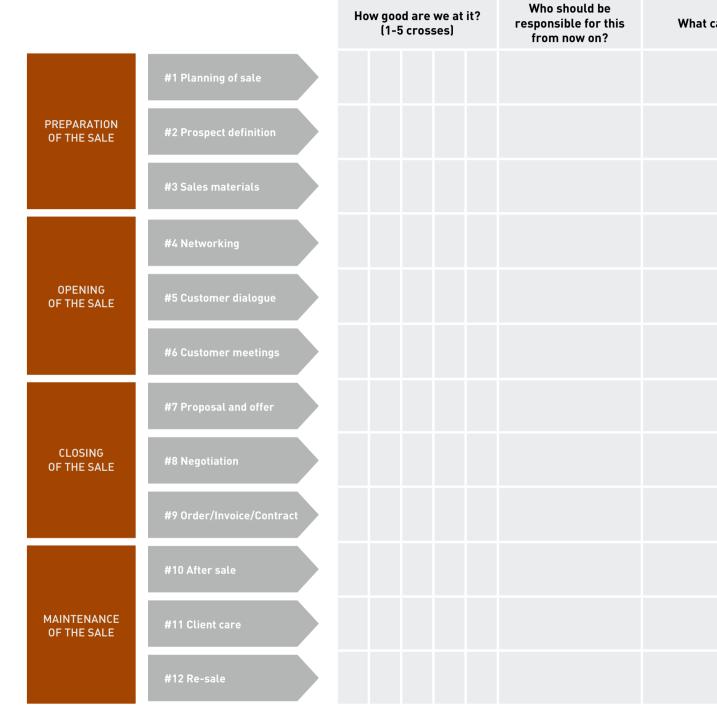
Finish off with suggestions of how the sales chain could be strengthened at each link.

## Next Step

Implement the suggestions to strengthen the sales effort.

v1-1

Date:



Name:



## What can be done in this field?

© 2010 Startup Company NYC Inc. All rights reserved. May not be reproduced without permission from Startup Company.

www.startupwheel.com

