

Sales/Management questions

1. How much time did you spend during your morning commute thinking about what you could do TODAY to increase sales?
2. When was the last time you did something really nice or of any reasonable value for one or more of your best customers?
3. How often do you “shop” the competition?
4. If you have sales reps beyond yourself, when was the last time you had them give you a presentation?
5. How many times have you followed up with a phone call to a lead that someone on your team told you wasn't a good one?
6. Do you know what “feature/bridge/benefit/tie down” even means?
7. Have you ever called a deal you lost to ask for honest feedback on why you weren't selected?
8. Do you believe that marketing is a necessary evil or that it's 24/7/365?
9. HONESTLY, have you really looked at your web site lately?
10. Do your collateral materials have any theme and/or do they accurately portray your organization?
11. How often do you find yourself in a competitive bid scenario?
12. Do your support associates know they're in sales too?
13. How do you make visitors and applicants feel welcome when they walk into your offices?
14. When was the last time you had an all out “how can we increase sales” meeting?
15. How good is your elevator speech, and does everyone in the organization know it?

This could go on and on and on. Our thought is that you need to always be driving the sales and not be comfortable with what you have. Always be looking for new ways – BE INNOVATIVE!