



Setting Sales Standards

In selling organizations, it is critical to have well defined sales standards. Our working definition is as follows: *“The minimum level of acceptable performance or accomplishment for a sales person in a given role.”* By establishing and measuring people to set sales standards; you are able to better plan and forecast the performance of the organization, eliminate the impression of favoritism, provide clear and compelling coaching, and evaluate your team.

Target group

Managers

Topics

- ⇒ What reporting tools do you have available to you?
- ⇒ How do you gather performance data?
- ⇒ How do you analyze performance data?
- ⇒ How do you set baseline performance?
- ⇒ How do you establish an “operating rhythm” around sales standards?

Approach

The training course is instructor led and is designed to be highly interactive with practical exercises. This program includes Commitments to Action (CTA's) which ensure that the learning is applied in the field.

Duration

1/2 day

Course objectives

After this training course, you will be able to:

- ⇒ Use reporting tools to help you gather and analyze performance data
- ⇒ Set baseline sales standards for your team
- ⇒ Create an “operating rhythm” which will help you document, communicate and inspect the sales standards

Follow up courses

Setting Expectations, Coaching, Evaluation and Consequence, Managing Performance Problems