

# **1** **Lead A Day**

Predictable Sales Process Questionnaire

(50 Questions To Evaluate Your Company's Sales Process)



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## Common Problems Most People Experience

**Check whether you are in control or you need improvement in these issues...**

- - - - X

Do you have problems with?

	<b>In Control</b>	<b>Needs Improvement</b>
1: Do you have problems with getting leads? Or a consistent flow of leads?	_____	_____
2: Ineffective cold calls, don't like them, or don't make them?	_____	_____
3: Getting people to pick up the phone or return your calls?	_____	_____
4: Motivating your team or yourself to cold call or prospect regularly?	_____	_____
5: Getting people to open your email? Creating compelling subject lines?	_____	_____
6: Getting people to respond to your email?	_____	_____
7: Getting people to take your meetings? Not enough meetings in your calendar?	_____	_____
8: Knowing the right subject line, or getting a response to your email?	_____	_____
9: Understanding the psychology behind what gets people to respond?	_____	_____
10: Having a strong call to action? Or too many call to actions?	_____	_____
11: How to write an effective email?	_____	_____
12: Balance between a short concise email and not providing enough information?	_____	_____
13: Knowing what information to provide?	_____	_____
_____		
14: Do you have a systematic plan to get referrals and introductions?	_____	_____

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*Do you have problems with Research?*

	<b>In Control</b>	<b>Needs Improvement</b>
15: Do you have problems meeting the right decision maker? Calling on top execs?	_____	_____
16: Don't know how to find emails or build a list of the right targets?	_____	_____
17: Spending too much time on research? Not delegating? Or no one to delegate to?	_____	_____
18: Identifying who is likely to buy or in a buying cycle?	_____	_____
19: Going after or closing larger sales (whale accounts)?	_____	_____

*Do You Have Problems With Follow up?*

20: Do you have problems with people who will think it over?	_____	_____
21: Feeling like you waste time? You have trouble prioritizing your time? Or you don't follow through?	_____	_____
22: Do you have difficulty with people who fall off the face of the earth, and stop responding, even when they seemed interested?	_____	_____
23: Being rejected or taking it personally?	_____	_____
24: Do you have proven ways to handle objections?	_____	_____
25: Turning around prospects who aren't interested or working with someone else?	_____	_____
26: Do you always know what the next step will be and how and when it will happen?	_____	_____
27: A long sales cycle? Or Can't get client to make a decision?	_____	_____
28: Creating nurturing campaigns to stay top of mind with prospects?	_____	_____

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Do you have problems with Management?

	In Control	Needs Improvement
29: Do you know how to find and hire the best talent?	_____	_____
30: Is it the wild west, meaning every salesperson is doing something different.	_____	_____
31: How confident are you your team has a systematic process to generate leads?	_____	_____
32: How well are you able to track what is working & what is not working with sales?	_____	_____
33: Do you feel like you have to do everything yourself, or do you have a team that you can delegate to? Are they trained effectively?	_____	_____
34: Are time management practices in place to make prospecting a priority?	_____	_____
35: Do you have problems getting more pipeline. Getting highly qualified leads, or leads that turn into opportunities?	_____	_____
36: Long sales cycles, or leads that don't convert? People who just kick the tires?	_____	_____
37: Do you have difficulty predictably growing sales and profit? One quarter you are up, the next you are down?	_____	_____
38: Do you have challenges with cashflow?	_____	_____
39: Do you have problems hitting your numbers? Have you set goals related to sales and revenue?	_____	_____
40: When you're not hitting goals do you become motivated or paralyzed?	_____	_____
41: Will you reach your goals?	_____	_____

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**Check whether you are in control or you need improvement in these issues...**

*Do you have problems with increasing sales conversion?*

	<b>In Control</b>	<b>Needs Improvement</b>
42: Are you aware of the trigger events that lead your customers to buy from you? Are you using that in your prospecting, or is more of a spray and pray approach?	_____	_____
43: Are you getting response rates of 50, 60, 70% from your emails?	_____	_____
44: Are you typically meeting with the final decision maker, or are you stuck trying to convince influencers who are a couple steps removed from the decision maker?	_____	_____
45: Are you confident in what makes you unique and different in the market? Have you validated that with customers?	_____	_____
46: Do you have multiple ways to consistently generate qualified leads?	_____	_____
47: Do you have poor closing skills? Are you afraid to ask for the order?	_____	_____
48: Are you being too nice or accommodating?	_____	_____
49: Are you appreciating the process versus getting caught up in the goals, or lack of progress? Are you having fun and winning?	_____	_____

50: *Other issue (Please share):*

*If you do nothing about this, what will your future look like?*

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