



IndusTech Sales LLC

"Building Better Business Through Better Selling"

Hudson, Ohio

Industrial & Technical Sales Consulting & Training

A Corporate Sales Check Up List

- 1) How consistently is your sales process implemented?
- 2) Do you have a process? How do you know if it's working?
- 3) In your process, what is more important – the product or the customer?
- 4) Are you more concerned with moving product than understanding the customer?
- 5) Where do you see your company in the marketplace?
- 6) Are you where you want (need) to be in the marketplace?
- 7) What is the market really telling you about where you really are?
- 8) Do you really “matter” in the market?
- 9) What does your competition think? Where do they place you? Do you know?
- 10) Do you know why your sales are up or down?
- 11) Are your sales people closing more doors than sales?
- 12) What does customer service mean to you?
- 13) Do you see customer service as an extension of your sales program or a separate entity?
- 14) Do you see customer service as merely a cost and not revenue generating?
- 15) What would your customers say about your service?
- 16) What would your customers say about your sales people? Your internal staff?
- 17) What do you think / say about your sales people? Your internal staff?
- 18) Do you have the people you need or only the people with whom you are comfortable?
- 19) Do you listen to your employees or do you expect them only to listen to you?
- 20) What would / do your employees say about you and management in general?
- 21) Do you think management has all the answers?
- 22) How do you treat your current customers?
- 23) Do you really care about nurturing customer relationships or do you see customers only in terms of dollar signs?
- 24) Are your current customers buying all they can/should from you?
- 25) If they are not, do you know why not and how to change this?
- 26) Are you selling who you should be selling? If not, why not?
- 27) Are you selling what you should be selling? Do you know the difference?
- 28) Are your prospects where you think they are? Do you know how to find out?

- 29) Do you know why your customers may not see your product/service as you see it? Or, as they need to see it?
- 30) How well do you really know your customers?
- 31) How often and in what ways do you communicate with your customers?
- 32) What else can you / should you be doing for them?
- 33) Do you respect your sales people? Do you know why this is important?
- 34) Do you see sales people as expenses or as saviors?
- 35) Is cost cutting your company's first response to a drop in revenues?
- 36) What are your reps telling you or not telling you about your sales program?
- 37) What are your customers telling you or, more importantly, not telling you?
- 38) Do you listen to them? Do you make it easy for them to tell you?
- 39) Do you see criticism about your business as an opportunity to learn and improve?
- 40) Does your company really live customer-focused, team-oriented, consultative/solution selling? Or, are these merely platitudes?
- 41) Do you know where you want your sales program to go?
- 42) Do you know how you are going to get there?

This is only a start. What other questions would you ask? What questions should you be asking?

If you are afraid of the answers or don't really know the answers or what to do about changing the way things are – give me a call. You will be glad you did.

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