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# Sales Management Audit

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Check list

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**Strategic Concepts (I) Pvt. Ltd.**

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## ***The Need for a Sales Management Audit***

1. Periodic audits identify lacunae, if any, in the system.
2. Benchmark against thumb rules for a given industry vertical.
3. It always takes someone other than “you” to tell “you” about “yourself”.
4. Sales Management is a core competency and a big cost centre for any S.M.E.(Small and Medium Enterprise). It has to be audited for performance and effectiveness.
5. The Sales Team always has multiple genuine reasons to attribute to under performance. An audit is required to look through them.
6. S.M.E. (Small and Medium Enterprise) which do not make Sales Management its strength are not able to grow its sales team beyond a critical number.
7. The neutral opinion of experts gives an input to the management which helps in building up a sales management team which is nimble, fast and agile.
8. Cost effectiveness of running and managing a sales team is tested well be periodic audits of the function of sales management.
9. The market dynamics are often changing. Such audits help the client in ensuring that they do not miss out on any vehicle of sales due to ignorance or oversight.
10. Audit results have helped clients in realigning their efforts in the right direction. This results in a better input – output ratio in Sales Management.

## ***Check list of areas where audit is performed***

<b>S.No.</b>	<b>Generic Area</b>	<b>Specific subject matter</b>
<b>1</b>	<b>Recruitment</b>	<ul style="list-style-type: none"> <li>Recruitment policy</li> <li>Induction Training</li> <li>Baptism in the team</li> <li>The First Month</li> </ul>
<b>2</b>	<b>Demand Forecasting</b>	<ul style="list-style-type: none"> <li>Target setting</li> <li>Market segmentation</li> <li>Customer profiling</li> <li>TG definition</li> </ul>
<b>3</b>	<b>Prospecting</b>	<ul style="list-style-type: none"> <li>Prospecting maps – Beat, Route, Journey</li> <li>Sniffing for prospects</li> <li>Time Management of a JC</li> <li>Hit Ratio</li> <li>MNOC definition</li> <li>MTBC definition</li> </ul>
<b>4</b>	<b>The Sales Call</b>	<ul style="list-style-type: none"> <li>The Sales Call</li> <li>Install the demo.</li> <li>FAB – preparedness levels</li> </ul>

**There is always a solution!**

The Sale Kit

The Need Analysis Chart

The Objection Handling Technique

Closing Techniques

S.No.	Generic Area	Specific subject matter
5	Complaint Handling systems	<p>SOP defined</p> <p>Records , Archives and Learning documented</p> <p>Customer service recovery systems defined</p> <p>Record of irate customers</p> <p>Lost case analysis records</p>
6	Cross selling and Up selling	<p>Log books and records</p> <p>Cross sale dyad</p> <p>Up selling gap analysis matrix with cost justification</p>
7	Reference Selling	<p>The Reference Tree</p> <p>Vintage of records available</p> <p>Factor in of Reference sale in incentives</p> <p>Reference Sales process definition</p>
8	Rewards and Recognitions	<p>The Everyday element</p> <p>Redemption mechanism</p> <p>R&amp;R – Motivation linkage</p>

Cluster analysis of recipients

Attrition correlation

Generic Area	Specific Subject Matter
<b>9</b> Sales Promotion	Marketing Communication Strategy BTL , ATL Planning Creative support Co Creation TG engagement
<b>10</b> The Sales Manager	The Managers Management Leadership quotient Communication effectiveness Motivation quotient Coordination, Planning and Control Decision making Problem solving skills Solution Centricity Customer Centricity Presentation skills Organization skills
<b>11</b> Management Information Systems	Daily MIS

**12** Human Resource Management of Sales  
Team

Performance appraisal systems

Growth Matrix

Expectation Matrix

Grades and Job description

KRA and KPI definition

Performance metrics

**13** Learning and Development

Training and Need Analysis

Class room training

Coaching, Mentoring