

13 QUESTIONS TO HELP AUDIT YOUR SALES PROCESS

THE 13 INDISPENSABLE QUESTIONS

- I. What work are you most proud of ?
- II. How do you currently win work ?
- III. Who is responsible for winning work ?
- IV. How successful are you at wining work?
- V. What is your average deal size ?
- VI. How long is your sales cycle?
- VII. What are your growth plans for the business over the next 18 – 24 months?
- VIII. Are there new markets you want to explore?
- IX. What is your dream list of clients?
- X. Sold correctly, how long do you think it should take to convert a client?
- XI. Is there anything preventing you from selling more?
- XII. What do your credentials materials look like?
- XIII. What is your step – by – step sales process?