

# SALES CULTURE DIAGNOSTIC

## TAKE THE PULSE OF YOUR SALES ORGANIZATION

As a Sales Leader, understanding how your organization stacks up against others in North America is critically important.

Fusion has partnered with Schulich Executive Education Centre in 2010 to conduct comprehensive research with 79 leading sales organizations across Canada.

This research has been collected, tabulated and interpreted, and the data is now available in a report entitled **Sales Culture Trends**.

Until now, having the ability to take a comprehensive PULSE of your salesforce has been expensive and time consuming. Today, for the first time, you can use this efficient and effective tool to benchmark your sales organization.

### WHAT IT IS:

- Web-based survey that each member of your team can complete in 10 minutes
- Customized message to your Salesforce, positioning the survey and its purpose
- 36 questions, clustered into 4 Sales themes – Strategy, Management, Capabilities, Training
- 10 page report comparing your results to the National average
- 2 hours of consulting to engage your team in the results, with recommendations based on the findings

### HOW IT HELPS:

- Gain insights into how your sales organization stacks up against the competition
- Real time snapshot of the current state of your sales culture
- Understand your current strengths and opportunities to focus on for team development
- Valuable planning tool to make targeted sales effectiveness decisions



### Key Insights Gleaned from the 2010 Fusion/Schulich Sales Culture Survey:

- Big opportunity to better translate sales strategy into individual actions
- Key sales management disciplines are happening, but ranked low (i.e. sales meetings, accompanied calls, one-on-ones, sales coaching)
- Only 24 percent of Sales Leaders rank communication skills on their team as 8+ out of 10
- “Pipeline Helps Drive Sales Productivity in our Sales Organization.” This was the question with biggest improvement over 2006 results