

The Wheel of Leading Sales Teams breaks down this function into the key areas where competence is required to lead and manage the sales team for maximum results.

These functions only operate in sequential steps when first establishing a new sales team. When the sales team is in existence these functions are interdependent, each task has to build upon the others to be truly effective.

In this interdependent manner the functions can be seen as the spokes of a wheel, at the hub of the wheel is the Customer Strategy for the business. Each of the functions needs to be in balance with each of the parts, so that the whole is greater than the sum of the parts. The values of the business are infused in how the work is done.

This self-assessment describes the key criteria for each of the nine areas of the Wheel.. Your task is to rate how you feel you are meeting each of the criteria. A rating of 0 means it does not describe your business at all. A rating 10 means you have got it nailed. Maybe you are somewhere in between.

THE WHEEL OF LEADING SALES TEAMS



*Once completed ask yourself :
"what are the areas we need to work on first..?".
Would your team share the same assessment as you..?
Try the assessment as a group discussion.*

The Nine Areas of The Wheel for Leading Sales Teams	Assessment Criteria	Self Assessment Score Does this describe you..? No, give it a 0, Absolutely, give it a 10.
1. Customer Strategy	A detailed Customer Strategy guides the types of customer we want to acquire and the type of relationship we have with those customers when they are part of our customer portfolio.	
2. Sales Tactics	We have defined the optimal Sales Tactics to achieve the Customer Strategy. We monitor, measure and finetune our tactics	
3. Recruit	We have clear position descriptions and candidate profiles that match the delivery of the Sales Tactics – we recruit people to these roles (competency and aptitude).	
4. Develop Skill and Capability	We have an induction program. Our skill development efforts are always aligned with the competencies needed to deliver the Sales Tactics. Coaching is a key focus for the Sales Leader.	
5. Reward and Remunerate	The remuneration system that meets the needs of the sales person and the business. It delivers a balance of motivation, quality and productivity, retains the top performers, and attracts quality candidates.	
6. Organisation	Segmentation and structure allows for optimal channel and resource allocation and is aligned with how customers buy. Admin demands are minimised, maximising analysis and customer contact time.	
7. Managing and Coaching for Performance	The Sales Leader uses structured 1:1's and coaching methods to ensure ongoing two-way dialogue around agreed standards of performance, and personal development. There is trust between the Sales Leader and each individual that make up the Sales Team.	
8. Motivation and Productivity	Motivation is seen as long term and based on relationships. The Sales Leader is an agent for change and continually improves the work environment.	
9. Forecasts and Plans	Objective and subjection information is collated to develop a sales micro plan. The Sales Manager provides upward leadership in the business and establishes productive relationships across the business.	