

What's Actually Broken In Your Sales Engine?

Questions to Help You Find The Real Gaps

Strategic Alignment

- Are your sales goals clearly defined and aligned with your company's growth objectives?
- Is your current sales strategy scalable or limiting your team's potential?
- How will a structured sales process directly impact your company's growth trajectory?

Sales Process & Structure

- Have you established and documented a clear, repeatable sales process for your team?
- Can each member of your sales team clearly articulate their role and responsibilities within the sales process?
- Is your team equipped with the right tools and resources to execute a consistent, scalable sales strategy?

Metrics & KPIs

- How do you currently measure sales performance, and are those metrics aligned with your sales process and business objectives?
- Are you tracking both leading and lagging indicators to identify bottlenecks in your sales process?
- How confident are you in the accuracy and quality of the data your sales team is generating?

Sales Coaching & Training

- Does your team have access to ongoing coaching and development, or is training a one-time event?
- How regularly are sales reps receiving feedback on performance, and is that feedback tied to their specific metrics?
- Are your top performers actively mentoring newer team members, or is everyone working in isolation?

Tools & Technology

- Do you have the right CRM and Sales tools in place to streamline workflows, automate tasks, and track results?
- Are your current tools providing actionable insights that drive growth, or are they merely a data dump?
- How well does your CRM integrate with other business tools, such as marketing automation platforms?

WANT HELP FIXING THIS?

If these questions exposed a few gaps, we can help you identify what's actually holding your sales team back and what to fix first.

[Book a Quick Review](#)