

# Value Add Questionnaire



On a scale of 1 to 5 with 1 being hardly ever and 5 being most of the time.

1. Are you or your sales peoples deals typically sitting in the pipeline for longer than the group or industry average?
2. Is your pipeline fall out percentage higher than the industry? Do you lose more deals than average?
3. Do you find you or your people in more price war situations than ever before?
4. Do you find you or your people coming back from sales meetings with no or limited opportunities ready to close?
5. Do you find you are being asked by a customer or prospect to change the pricing, structure, or condition and term right before closing the deal?
6. Do you find that overall, that in a sales meeting the person you meet with does not have the authority to make the decision right there on the spot?
7. Do you find yourself asking your people to continually move their close dates in their pipeline so they don't fall out?
8. How often do you start a week without preset appointments designed to share insights with your customer?
9. How often do sales appointment cancel or postpone?
10. How likely is it after a sales appointment to NOT have a set and concrete next step for following up?

**Score 10-15** Sales Professional is offering great value. If results are still inconsistent then they typically are not making enough calls or they have process roadblocks. If they are the latter, use your leadership to remove them. Continually challenge these sales professionals to improve the expertise that they bring to their prospects.

**Tip:** In most cases, stay out of their way. If they are successful, they may resist change. Challenge them to read the Authentic Connection Section of Walk the Sales Plank on how to increase their influence.

**Score 16-25** Sales Professionals are offering moderate value. If results are inconsistent then they may be relying on long term customers that continually feed them business. To move these professionals to the highest level, inspect how much business is derived from prospect versus customer. If they are making the prospect calls of the right quality, then you have isolated their issue to their ability to relay a value-added conversation.

**Tip:** Force the pre-call plan on the high value prospects and use the Business Drivers and Trend Worksheet. Role-play your future sales calls for confidence. They will resist at first but planning your calls out in advance can move these strong performers to elite.

**Score 26-35** Sales professional is offering limited value. If results are consistently below the standard look at joint calls if possible, to see if they are not being effective on the calls or if they are not making enough calls. Typically, there is a break down in confidence with making calls or their ability to confidently present in a sales meeting. Evaluate their call list and pipelines. You may find that they are not meeting with the right type of prospect which is a time waster. They can look busy but it is the wrong type of busy. These sales professionals sometimes find every reason to not make a call.

**Tip:** Read Chapter 7 of Walk the Sales Plank for ideas on a meeting with the RIGHT decision-maker. Use the Initial Call Plan to help them ensure they are talking to the right person on their sales calls and know the business drivers the person they are meeting are responsible for.

**36-50** Sales professionals are not offering any value. Goals attainment is inconsistent and not close to target. These professionals may hang on for that one big deal hoping to save their quarter or year. Spend time on joint calls and see if they shy away from making the calls. If they do, see if education and training will make a difference. If it is effectiveness, then coach to that. **Tip:** Read Chapter 9 of Walk the Sales Plank for ideas around inspecting performance.