

To find out how well placed you are to become a leader in business performance, answer the following questions and check your total score against the table over the page. For each question, score yourself from 0 (not at all) to 10 (completely/always).

Question	Score (0-10)
1. Your business strategies provide your people with a competitive advantage	
2. Your market segmentation is based on quantitative analysis	
3. You sell your new products as well as your mature products	
4. Your sales and marketing activities are aligned and synergistic	
5. Your sales people spend most of their time prospecting for, or managing, opportunities	
6. Your delivery and implementation activities are formally managed for quality	
7. Your quotes and proposals to customers win their business	
8. Your complete organisation ('front office', and 'back office') is focused on the customer	
9. Your partnering activities create value for you, your customers and your partners	
10. You systematically recruit and induct people who fit your culture and who can meet your organisations and your customers' needs	
11. The activities ('front' and 'back' office) are aligned with, and support, your customer-facing people	
12. Performance monitoring and reporting is used to drive improved performance across your company	
Total Score	

Total Score	Your Sales Productivity Position
101 - 120	Congratulations! You are a Performance Leader. But you should not be complacent. Stick to the basics but also look to innovation in performance improvement to keep ahead.
71 - 100	Your performance is solid. You should identify the key barriers to boosting performance and focus on removing them.
41 - 70	You need to implement a rigorous performance improvement effort across your company.
0 - 40	You need a long-term strategy for change and survival.

BusinessSPM works with you to transform your total organisational performance - sales, service, operational support and customer relationships. We boost revenue and profitability, market share, and customer and employee satisfaction.

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