

Sales Force Staffing Impact Survey

A resource by **Performance Group**

Rate how you feel these issues are impacting your organization.

Strongly Disagree

Disagree

Agree

Strongly Agree

Recurring Sales Problems

Not enough time developing new business

Discounted vs. selling our value

Producing quotes and not orders

Not selling our full line of products

Not selling into new markets

Believing what prospects say

No compelling reason for prospects to take action

Low closing ratios

Recruiting Issues

Hanging on to people you should have let go months ago

Hire to fill and not upgrade

Sales candidate sells you on getting the job—for some that's the last thing they sell

Candidates have the advantage: Can't confirm their past performance, resumes are manufactured and their references have selective amnesia

The Effect

Hire someone you thought could sell but didn't

Hiring "winners" accidentally but not by design

No consistent process across branches or divisions—so the best practices or lessons learned never get shared

Hire account managers instead of salespeople

Burn resources trying to convert non-performers into performers

Being held captive by the market and competitors