

## *The Sales Audit*

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Executives are after one thing: predictability and improvement in the financial performance of the business. The predictability of the revenue stream is the result of repeatable execution of a documented sales process, examination of the results, and modification of the process to assure future results. In a word, predictability depends on **auditing** the selling process.

Can the sales process be audited? Sales managers argue that selling is an art-form, and as long as the sales organization produces results there is no necessity to define or audit its processes. But, like any other corporate function, the sales organization must document and continually interrogate its processes using 'Sarbanes-Oxley-like' rigor in order to 'comply' with the expectations of senior management and produce predictable results.

This book organizes effective sales management processes and tools into a comprehensive, repeatable system. These pages distill years of observation, learning, training, development, and real-world experience into a step-by-step system for auditing a sales process.

Explore the concept of the 'Sales Audit' and use it to achieve better predictability of results through 'sales process compliance'. How do executives view the current-state of sales team effectiveness? What skills do they believe are necessary to succeed and win business? Is the company hiring and tracking these skills through a defined sales process? Is the company measuring the performance of the sales team on how well they leverage these skills in execution?

This book will walk through the process of the Sales Audit, explaining how to:

- ✓ Identify and articulate the gaps between the senior management's expectations of the sales team and those of the sales team itself.
- ✓ Interrogate the steps of the current sales process to evaluate its effectiveness at each step.
- ✓ Measure adherence to the process by the sales team and the results of the process.
- ✓ Review the performance of the process in terms of predictability of results
- ✓ Ensure the continual improvement of the process and its alignment with organizational results and expectations.