

10 POINT CHECKLIST TO EVALUATE YOUR SALES TEAM'S COMPETITIVE ADVANTAGE

Here are ten quick questions to ask yourself to identify potential competitive advantages or areas for improvement.

YES

- ☐ Do your customers call you to ask for strategic advice or insights?
- ☐ Are the size and frequency of your repeat purchases above industry norms?
- ☐ Do you have consistent year over year sales increases due to increasing order size or customer counts, and not the result of price increases?
- ☐ Is your profitability/ROI above industry average?
- ☐ Are you innovating in ways that benefit your customer?
- ☐ Does your sales team's understanding of the company's mission change their behavior?
- ☐ Have you protected your company/product/services with appropriate trademarks, names, etc.?
- ☐ Is it difficult for your clients to change from you to a competitor?
- ☐ Are your margins growing year over year?
- ☐ Do you know how customers find you?

? **Total number of YES**

The grading scale:

- **8 or more YES answers indicate a strong sales team.**
- **6-8 YES answers indicate your sales team needs some attention.**
- **Less than 6 YES answers indicate some work needs to be done.**

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