



The Korure™ Sales Productivity Diagnostic

The objective of this questionnaire is to give you an unbiased view of your sales productivity and identify the potential to achieve increased returns from your sales investment. The best results come from ruthless honesty.

When you have completed the questions you can score the answers. The highest available score is 45, but the benchmark is 25. Once you have completed the scoring you have a number of options:

1. You can of course do nothing
2. You can use it as a change agent in the way you do things
3. You can discuss it with your management team and people, or
4. You can contact Koru for a no obligation discussion

If you would like to take this course of action please contact Anoushka Lucas-Howells (noush@korusales.com) or on 0870 873 3363.

We trust you will find the questionnaire and the results enlightening.

Critical Questions	0 – 30%	31 – 60%	61 – 90%	90% Plus
What is the retention rate of your key people over the last 2 years?				
Of your people what percentage would you describe as role model performers				
How much of your training investment would you describe as making a difference to your overall sales performance				
How much of your sales training would you describe as being fully sustained (being continually practiced and adding profit)				

Korure™ Sales Productivity Diagnostic

How much of your sales people's time would you describe as fully productive i.e. involved in the sales process or learning/training				
What percentage of your sales people would you describe as offering competitive advantage				
What percentage of your sales managers achieved their revenue targets in the last full year (Treat yourself as a sales manager)				
As above but for gross margin or profit targets				
<p>If you (and your team) achieved the targets above and did not exceed your sales cost budget, tick box #1</p> <p>If you achieved both the targets above, but overspent tick box #2</p> <p>If you achieved the margin/profit target within your cost budget tick box #3</p> <p>Otherwise tick box #4</p>	4	3	2	1
What percentage of your sales people (not managers) hit or exceeded their sales target				
What percentage of your sales managers spend 40% of their time with customers				
What percentage of your sales managers spend 40% of their time with their people				
What percentage of your sales managers spend 20% or less on the numbers				
<p>Recruitment of sales people:</p> <p>All external tick box #4</p> <p>All internal tick box #3</p> <p>Majority external tick box #2</p> <p>50/50 tick box #1</p>	4	3	2	1
SCORING – For each tick in box 4 score zero: Score one for each in box three: Two for box two and three for box one. Total your scores.	Box 4	Box 3	Box 2	Box 1

Korure™ Sales Productivity Diagnostic

If you would like a copy of the benchmark score please email Anoushka Lucas-Howells (noush@korusales.com). We would be grateful if we could have a copy of your scores. These will be completely anonymous and totally confidential and used for calculating the mean score, or setting the new benchmark.