

The Better Sales Scan.

This scan was developed to help you to establish and increase the effectiveness of your commercial organisation. The outcomes offer specific starting points for a substantial improvement in the sales results of your organisation. Do not reflect too long on the answer and above all be honest to yourself.

	Sometimes	Often	Always
Internal mission. We know what we stand for, what we believe in and where we want to go.			
External mission. We know what our customers stand for, what they believe in, what they consider to be important, where they want to go, and we act accordingly.			
Objective. All our colleagues are focused on the same shared objective.			
Distinction. We know at which 'P' we distinguish ourselves from competitors.			
Integrity. Our clients experience us as being honest and having integrity.			
Commercial drive. Our commercial people demonstrate the will to generate additional business. Within the capabilities of the organisation, they create interesting options to have their clients perform better.			
Customer focus. Our commercial people are real problem-solvers. They help our customers to achieve clarity about their needs, issue or challenge in a professional manner, after which they present specific solutions and offer support in implementing them.			
Focus on results. Our commercial people have a strong focus on achieving their targets. They make clear agreements with customers and honour these in an accurate, timely and complete manner.			
External cooperation. Our commercial people are continually geared towards proactive customer support in terms of achieving <i>their</i> targets and they build sustainable partnerships with customers to this end.			



	Sometimes	Often	Always
Internal cooperation. Our commercial people cooperate internally with their colleagues in a proactive and constructive way, in order to honour the agreements made with customers in an accurate, timely and complete manner.			
Client satisfaction. Our commercial people constantly surpass the expectations of their customers. They continually monitor whether their customers are (still) satisfied and take (improvement) measures if and where required.			
Relevance. We are very conscious of our social added value; we take responsibility for a sustainable world and continually propagate this with regard to our customers.			

Skills and mind-set. In their contact with customers ...	Sometimes	Often	Always
... our commercial people act as an equal partner in discussions			
... are able to create the right climate for a constructive dialogue			
... they are able to take and maintain control during the sales process			
... they think from the perspective of the customer			
... are able to steer clear of arguments and tie in with the essential interests of the customer			
... are able to listen well, ask further questions and summarise what is said			
... know how to convey their message/plan in a concise and clear manner			
... are able to request and receive the right return favours			
... are capable of acting adequately in response to unreasonable questions and requests from customers			
... make clear and transparent agreements with the customer.			

What are the key areas where we want to develop as an organisation?

1. _____
2. _____
3. _____

What are key skills where there is scope for our commercial people to develop?

1. _____
2. _____
3. _____