

Sales Maturity Self Diagnostic

Working with Selling Interactions, WillowDNA has created the Kojo Academy approach to sales development support. This holistic programme brings together the best of bespoke online learning with excellence in face to face development based on research in the field.

Try this quick self assessment to see how your organisation stacks up today.

Provide a score from 1-10 based on how well you think your organisation fulfills each standard.

1 being strongly disagree and 10 being strongly agree.

No.	Standard	Score out of 10
1	Our sales methodology (process, attitudes, tools) is clearly defined and communicated / trained in the sales team	<input type="text"/>
2	Our sales methodology is continually updated based on learning in the field	<input type="text"/>
3	We have a clear view of the current capabilities of our sales team (Training needs assessment, sales specific competency maps, personal development objectives)	<input type="text"/>
4	We have a structured learning journey from new hire to experienced professional that motivates people to stay with our organisation	<input type="text"/>
5	Sales and marketing collaborate well in service of the organisational strategy, with aligned targets and effective working relationships	<input type="text"/>
6	Changes in sales strategy, new product launches and new marketing campaigns are managed smoothly thanks to clear roles and processes in sales & marketing	<input type="text"/>
7	We are good at identifying best practices and diffusing them in the sales team	<input type="text"/>
8	We have effective online mechanisms for identifying and searching for best practices	<input type="text"/>
		Total
		<input type="text"/> /80

Score Interpretation

>60 points = Congratulations! You are doing a great job and now just innovation and staying sharp will keep you ahead of the competition.

40–60 points = Time to make an action plan – you can make good gains with some well planned improvement projects.

<40 points = Good news! You can make big improvements in sales effectiveness. A well thought out road-map over 2 to 3 years will transform your sales academy.

[Click here](#) and chat with us today to discuss your results and find out how we can help with the solution!