

The Sales Forensic Evidence Audit

What do you need to increase your team's sales results?

Circle all that apply

1. Have prospects take/return more of my team's **calls** (1, 3, 6)
2. Reduce the length of my team's **sales cycles** (1, 2, 5)
3. Get prospects moving more quickly through my team's **sales funnels** (1, 2, 6)
4. Increase my team's **close ratios** (1, 2, 5)
5. Reduce my team's **unprofitable busy-ness** (1, 8)
6. Increase the sales results from my team's **sales activities** (1, 2, 8)
7. Have my team get more **repeat business** (2, 5, 7, 10)
8. Reduce the number of **price objections** my team gets (2)
9. Improve my team's quote to **sales ratios** (2)
10. Increase my team's **conversion of prospects to clients** (1, 3, 4, 5, 9)
11. Increase the number of **referrals** my team earns (2, 3, 6, 7, 9, 10)
12. Decrease the number of client **complaints on the internet** (4, 10)
13. Reduce the number of client **complaints the company gets** (4)
14. Help my team **sell more** (2, 3, 5, 7, 8, 9)
15. Improve the effectiveness of my team's **prospecting** efforts (5, 9)
16. Raise the number of **sales appointments** my team books (6, 9)
17. Increase the number of **follow-up appointments** my team receives (2, 6, 10)
18. Reduce the **length of time** it takes my team to close (2, 6, 7)
19. Have my team earn more **long term business** (2, 7, 9, 10)
20. Improve the results my team gets from **referrals** (2, 10)

Please note: At the end of each statement is the number of the corresponding sales mistakes.