

## THE 101 QUESTIONS

*What would be the value of knowing the answers to these questions?*

### *Use eSP to get the answers*

1. Can I make my quota?
2. How long is the sales cycle?
3. Do I have enough leads?
4. Should I be spending time closing what I have qualified, or finding more leads?
5. What business will I generate next quarter, and the following quarter?
6. Is it worth spending time on the bigger sales, or can I make my quota on several smaller ones?
7. What should I be forecasting?
8. How do my closing skills rate?
9. Am I doing enough prospecting?
10. Where should I be spending my time?
11. How is my sales team performing?
12. Which of my sales professionals need my coaching, and in what areas?
13. How many sales professionals do I need to make my quote?
14. Should I dedicate specific sales professionals to just major accounts?
15. Where are the bottlenecks in the sales process?
16. Should we use marketing to generate leads, rather than our own cold-calling?
17. How can I shorten the sales cycle?
18. What training does my sales team need?
19. Did the recent marketing campaign generate any real leads?
20. Are the leads for a certain product easier to find, or to convert top sales?
21. What's changed since we last looked at the sales pipeline?
22. Is the average order size changing for a certain product?
23. Which sales opportunities are progressing slower than the average?
24. How can we become more productive?
25. Which of my sales professionals are weak in qualifying?
26. Should we doing more proposals?
27. How much would I benefit from investing in sales training?
28. What would the return on investment be if we paid for sales leads, rather than cold-calling ourselves?
29. Where should we be using telemarketing?
30. How fast does it take a new sales professional to come up to speed?
31. Are sales for a certain product slowing?
32. Why are some members of my sales team more productive than others?
33. What should the sales funnel look like?
34. How can we generate more sales from the existing sales team?
35. What was the impact of the sales training we invested in?
36. Where is the waste in our current approach?
37. How can we bring a new sales professional up to speed quicker?
38. How can we reduce the cost of the sales team, without jeopardizing the revenue?
39. Where should we be investing?
40. Which steps of the sales cycle are the longest?

41. Are there trends in my business that will impact my revenue next quarter, or the following quarter?
42. Can we expect to generate more sales in a given territory over another next quarter?
43. How much does it cost to generate a new account?
44. What are the major sales opportunities in the forecast for next month?
45. Where are the largest sales opportunities for next quarter?
46. What happened to a specific sales opportunity last month?
47. Are any of our sales people losing more business than others?
48. What happened to last month's opportunities that aren't in this month's forecast?
49. How much more productive can the sales team become?
50. What can we do to increase the maximum yield from the sales team?
51. Where in the sales cycle do we lose the most prospects?
52. Are there any signs that there is an opportunity for one product over another?
53. How can the sales professional become more productive?
54. Of all the proposals we submit, how many do we win?
55. In which areas does a sales professional need coaching to increase results?
56. Is my business growing as planned?
57. What do the most successful sales professionals do that others tend not to do so well?
58. Could we qualify our business earlier in the sales cycle?
59. Is a specific sales opportunity taking longer than usual to develop?
60. Are we closing more business in one territory over another?
61. Where are the knowledge and skills gaps?
62. What should the quotas be?
63. What is the real cost of gaining an order?
64. What is the maximum yield we can expect from a sales team?
65. What new business has been identified in the last month?
66. Should we be focusing more on new business, or existing accounts?
67. Did we lose more business this quarter than last?
68. Why are there productivity differences between territories?
69. How sure can I be of making my forecast?
70. Which areas of the sales process represent the highest cost?
71. What sales opportunities have been pushed out?
72. How do our customers view our sales professionals?
73. Which areas should we be increasing sales in?
74. What sales opportunities should I be spending my time on?
75. What additional sales could we generate by investing in additional sales resources?
76. What sales opportunities decreased in value over the last month?
77. What areas of potential investment would generate the greatest return?
78. Are there any sales opportunities that have been pulled in to this quarter?
79. In which areas of the sales cycle is a sales professional typically weaker than the average?
80. How does each sales professional's pipeline look?
81. Is one territory closing more business than another?
82. Which sales opportunities are developing faster than usual?
83. Which sales professionals should I be spending my time with, and in which areas?
84. Are there areas in which we should be decreasing our sales focus in?
85. What sales did we lose last month?
86. Should we be recruiting more sales professionals?
87. What skills, competencies, and knowledge areas are important in our sales professionals?

88. Is the sales cycle longer in one territory than another?
89. How much is lead generation costing us?
90. Is there more opportunity for a specific product in one territory over another?
91. Where are the inefficiencies in the selling process?
92. How many leads are required to generate one order?
93. How does one territory compare to another?
94. Is one sales professional generating more leads over another?
95. What is the optimal sales process?
96. What is the difference in time between getting an order from an existing account and a totally new prospect?
97. How should we divide the territory?
98. What sales opportunities have increased in value over the last month?
99. Are we generating more leads for a certain product this quarter than last quarter?
100. What happened to all of the opportunities that were forecasted to close last month?
101. What sales will we win next month?