



### Competencies that are addressed:

#### PRIMARY COMPETENCY CATEGORIES:

- **Accountability—**  
Demonstrates personal responsibility. Holds self and others accountable.
- **Communication—**  
Practices active listening supported with meaningful oral and written information.

#### RELATED COMPETENCY CATEGORIES:

- **Vision—**  
Future-oriented. Develops an exciting picture of what could be.
- **Results Oriented—**  
Passionate about winning. Dedicated to achieving all-win solutions to situations.
- **Human Resource Management—**  
Manages process for aligning human capital with organizational goals.
- **Leadership—**  
Drives business results by aligning the vision, mission, and values to enhance business value.

# Sales Performance Defined

## SUMMARY

Defining clear performance expectations that relate to the organization's vision, mission, and values creates win-win outcomes. Identifying key result areas and SMART performance standards in these areas develop clarity. Duties and activities, and skills, knowledge and abilities are aligned to create measurable results. Regular follow up through status meetings and measuring skills and activities creates consistent feedback and results.

## CONTEXT

Effective sales management starts with clearly defined performance goals. Translating an organization's business objective into daily activities and tasks is the process side of performance management.

Without clearly defined performance goals, you cannot determine if it is the person or the process that must be coached or changed. In this module, you will define the results that you need from your salespeople, and the activities they need to maintain, in order to create the most productive possible relationship with your associates.

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### At the completion of this module, participants will be able to:

- Create a picture of what a salesperson's job looks like when it is being done well
- Write a document that defines performance expectations
- Identify key skills, knowledge and abilities essential to job performance
- Translate business objectives into daily activities with measurable results
- Apply a process for conducting one-on-one sales status meetings

*"Every living thing seeks to create a world in which it can thrive."*  
—Margaret Wheatley, Leader to Leader