HARVESTGOLD™

Growing Territory Sales

Performance Improvement Discussion Guide

1. <u>Review the numbers</u>. Start with just the facts.
2. <u>Identify opportunities for improvement</u>.
3. <u>Diagnose the symptoms</u> to get to the true root of the problem.
    a. Ask open ended questions to find out the <u>reasons</u> for things like low orders per customer, not selling to enough accounts, low average order sizes, not enough new business, etc.
    b. Ask questions like:
        i. Why do you think the numbers are low in these areas?
        ii. What can we do to improve in these areas?
        iii. How can I help?
    c. Always refer to the problem as an "opportunity for improvement".
4. <u>Make specific suggestions</u>. Suggest specific things that the sales person can do to improve in those areas like:
    a. Improve product knowledge
    b. Make better use of sales tools, samples, etc.
    c. Improve probing and closing skills to increase total number of orders, average order sizes and orders per customer
    d. Improve appointment setting skills and overcome call reluctance to increase activity, total customers sold, and new customers sold
5. <u>Follow-up and Execution</u>. Set goals and <u>schedule follow up activities</u> to execute on the suggestions that you make.
    a. Schedule time to review the tools and/or provide the training necessary for the rep to improve.
    b. Schedule more frequent follow-up discussions to track progress in the areas targeted for improvement

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