

Sales Transformation Initiatives: Three Levels of Results

In our 20-year history, we've worked with thousands of sales leaders, coaching them on how to drive lasting change by building the right sales capabilities. Experience has shown us that success can take a variety of forms, depending on how you operationalize and reinforce your efforts.



Individual Transformation

LEVEL 1

Individual Transformation happens when there are opportunities for continual reinforcement, but few people and/or teams are taking advantage of them. Depending on the size of your organization, those individuals who exceed quotas and bring record-setting deals can bring overall revenue success. But it also means there are still gaps that need to be filled, your company to grow and scale.

- Minimal Alignment across teams and functions
- Sporadic reinforcement
- Success stays at individual level



Team/Territory Transformation

LEVEL 2

Team or territory transformation happens when a sales initiative drives results from more than just a few individuals. A few divisions have improved sales performance, but others are still dealing with the same problems. Improved territories have managers and salespeople working together to reinforce behaviors and celebrate successes. The return-on-investment from the initiative is there, thanks to these successful teams, but as a leader you don't see broad success across your organization.

- Divisional-level of improved performance
- Silos of Success
- Success broadens to team level



Organizational Transformation

LEVEL 3

Organizational Transformation is where sales organizations build the right capabilities within their sales teams, foster cross-functional alignment around the buyer and build a continual reinforcement process embraced by the entire company. Company leaders hold their people accountable for consistent execution and adoption of the change initiative. The people within the company know why they are doing things differently and are committed to achieving the desired result.

- Cross-functional alignment and success
- Widespread reinforcement and accountability
- Success metrics achieved, perhaps exceeded