SEVEN CHARACTERISTICS OF A GOOD SALES PROCESS

1. *Does your sales process reflect your customers’ acquisition process?*  
Selling steps are of no value unless they are firmly rooted in how your customers buy. Ask yourself how well does our sales process map the customer acquisition process? Redesign any areas where there’s a gap.

2. *Is your process self-correcting?*  
Can your sales process learn from customer feedback? A good sales process learns from its environment.

3. *Does your process create value?*  
A good sales process adds value to the customer. Ask yourself whether the process makes life easier or better for the customer. If not, redesign the process to create value for the customer.

4. *Does your process increase efficiency?*  
Ask yourself whether your selling cycle has become shorter as a result of your sales process. If not, redesign the process by reducing steps or analyze what successful performers do to reduce the length of the sales cycle.

5. *Does your process allow mortals to succeed?*  
The real test of a good sales process is not the performance of top salespeople. Ask yourself how your process is affecting the performance of your average salesperson. Is it bringing them more quickly up the learning curve? Are they getting better results from a given amount of sales effort?

6. *Is your process scaleable?*  
Ask yourself whether your process allows for tracking results. Are the results replicable? Good sales processes allow for quicker modification to increase performance. Bad sales processes can only learn by trial and error.

7. *Are your milestones objectively measurable events?*  
Review your process and cut out activity measures such as “make presentations” or “submit proposals.” Use objective measures like “complete a three-week trial” or “take the customer on a site visit to see the equipment in action.”