

90 DAY PLAN FOR IMPROVING SALES TALENT POTENTIAL



Unlock your organization's sales potential with this week-by-week strategic blueprint.

COLLECT INDIVIDUAL DATA



WEEK 1 Assess **behavioral tendencies**, motivating needs and employee work styles

WEEK 2 **Baseline selling skills**, strengths and weaknesses

WEEK 3 Review Q1 **performance metrics** and current pipelines

CONDUCT TRAINING AND TEAM ANALYTICS



WEEK 4 Deliver **targeted sales training** informed by data obtained during Weeks 1-3

WEEK 5 Conduct **team level analytics** to identify behavioral profiles of top performers

WEEK 6 Evaluate **behavioral requirements for each sales role** based on top performer analytics

WEEK 7 Create an **individual Development Plan** for each sales rep outlining specific goals and necessary actions

REINFORCE WITH INFORMED COACHING



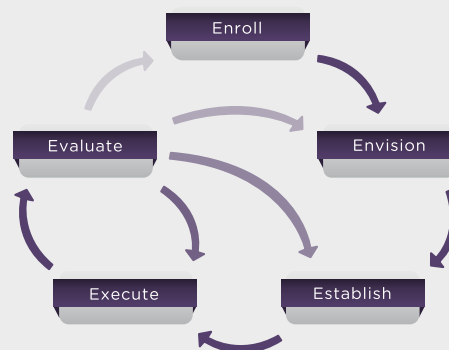
WEEK 8

WEEK 9

WEEK 10

WEEK 11

Meet one-on-one formally and informally for **deal coaching sessions** and broader **performance coaching** using the 5 E Coaching Process.



FINISH STRONG



WEEK 12 **Focus on closing business**

WEEK 13 **Assess the quarter**—what worked? What continuous improvements can be made at the team and individual levels?