

## **Sales Force Overview**

The Management Overview is a comprehensive evaluation of a sales organization. It analyzes the findings from all of the salespeople and sales managers explains the impact of those problems on the company. The Overview also sheds light on the relative effectiveness of the company's hiring criteria, consistency of Management's Priorities, whether the sales force is capable of supporting management's priorities, comfortable with management's expectations, the quality of the pipeline, and the effectiveness of the Sales Manager(s). Most importantly, the Overview indicates which salespeople will improve, why, by how much, and what kind of training and development is required to help them reach their potential. A training curriculum is recommended along with the amount of training. The Management Overview includes an Executive Summary and the Integrated Overview on CD, which has an extensive knowledge base and Dave Kurlan's customized Video Commentary, a companion to the Management Overview.