

Sample Frequency Distribution

Sales Organization

Date: 9/13/2007

Category 1

| | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | Not Applicable |
|---------------------|-------------------|----------|---------|-------|----------------|----------------|
| Salesperson: 3 | 0 | 0 | 13.33 | 13.33 | 73.33 | 0 |
| Sales Manager: 2 | 0 | 10 | 0 | 30 | 60 | 0 |
| Other: 2 | 0 | 0 | 10 | 40 | 50 | 0 |
| Total: 7 | 0 | 2.86 | 8.57 | 25.71 | 62.86 | 0 |

1. My organization teaches up-to-date sales methods to its salespeople.

| | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | Not Applicable |
|---------------------|-------------------|----------|---------|-------|----------------|----------------|
| Salesperson: 3 | 0 | 0 | 66.67 | 0 | 33.33 | 0 |
| Sales Manager: 2 | 0 | 0 | 0 | 50 | 50 | 0 |
| Other: 2 | 0 | 0 | 0 | 50 | 50 | 0 |
| Total: 7 | 0 | 0 | 28.57 | 28.57 | 42.86 | 0 |

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2. Salespeople at our organization are taught helpful prospecting techniques.

| | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | Not Applicable |
|---------------------|-------------------|----------|---------|-------|----------------|----------------|
| Salesperson: 3 | 0 | 0 | 0 | 66.67 | 33.33 | 0 |
| Sales Manager: 2 | 0 | 0 | 0 | 50 | 50 | 0 |
| Other: 2 | 0 | 0 | 0 | 50 | 50 | 0 |
| Total: 7 | 0 | 0 | 0 | 57.14 | 42.86 | 0 |

3. Salespeople at our organization are taught helpful pre-call planning techniques.

| | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | Not Applicable |
|---------------------|-------------------|----------|---------|-------|----------------|----------------|
| Salesperson: 3 | 0 | 0 | 0 | 0 | 100 | 0 |
| Sales Manager: 2 | 0 | 0 | 0 | 0 | 100 | 0 |
| Other: 2 | 0 | 0 | 0 | 50 | 50 | 0 |
| Total: 7 | 0 | 0 | 0 | 14.29 | 85.71 | 0 |

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4. My organization provides relevant, up-to-the-minute tools and sales aids for its salespeople.

| | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | Not Applicable |
|---------------------|-------------------|----------|---------|-------|----------------|----------------|
| Salesperson: 3 | 0 | 0 | 0 | 0 | 100 | 0 |
| Sales Manager: 2 | 0 | 0 | 0 | 50 | 50 | 0 |
| Other: 2 | 0 | 0 | 0 | 50 | 50 | 0 |
| Total: 7 | 0 | 0 | 0 | 28.57 | 71.43 | 0 |

5. My organization clearly defines and rewards what it takes to be a sales success.

| | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | Not Applicable |
|---------------------|-------------------|----------|---------|-------|----------------|----------------|
| Salesperson: 3 | 0 | 0 | 0 | 0 | 100 | 0 |
| Sales Manager: 2 | 0 | 50 | 0 | 0 | 50 | 0 |
| Other: 2 | 0 | 0 | 50 | 0 | 50 | 0 |
| Total: 7 | 0 | 14.29 | 14.29 | 0 | 71.43 | 0 |

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Category 2

| | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | Not Applicable |
|---------------------|-------------------|----------|---------|-------|----------------|----------------|
| Salesperson: 3 | 0 | 14.81 | 18.52 | 14.81 | 48.15 | 3.7 |
| Sales Manager: 2 | 0 | 0 | 0 | 44.44 | 55.56 | 0 |
| Other: 2 | 5.56 | 5.56 | 5.56 | 44.44 | 38.89 | 0 |
| Total: 7 | 1.59 | 7.94 | 9.52 | 31.75 | 47.62 | 1.59 |

6. My organization has a formal, structured training program for sales managers.

| | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | Not Applicable |
|---------------------|-------------------|----------|---------|-------|----------------|----------------|
| Salesperson: 3 | 0 | 33.33 | 0 | 66.67 | 0 | 0 |
| Sales Manager: 2 | 0 | 0 | 0 | 50 | 50 | 0 |
| Other: 2 | 0 | 0 | 0 | 100 | 0 | 0 |
| Total: 7 | 0 | 14.29 | 0 | 71.43 | 14.29 | 0 |

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7. My organization has an effective performance management system of sales managers.

| | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | Not Applicable |
|---------------------|-------------------|----------|---------|-------|----------------|----------------|
| Salesperson: 3 | 0 | 0 | 33.33 | 0 | 66.67 | 0 |
| Sales Manager: 2 | 0 | 0 | 0 | 0 | 100 | 0 |
| Other: 2 | 0 | 0 | 0 | 50 | 50 | 0 |
| Total: 7 | 0 | 0 | 14.29 | 14.29 | 71.43 | 0 |

8. Sales managers at my organization are strong, effective leaders.

| | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | Not Applicable |
|---------------------|-------------------|----------|---------|-------|----------------|----------------|
| Salesperson: 3 | 0 | 33.33 | 0 | 33.33 | 33.33 | 0 |
| Sales Manager: 2 | 0 | 0 | 0 | 50 | 50 | 0 |
| Other: 2 | 0 | 0 | 0 | 50 | 50 | 0 |
| Total: 7 | 0 | 14.29 | 0 | 42.86 | 42.86 | 0 |

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9. We have too much turnover in our sales team.

| | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | Not Applicable |
|---------------------|-------------------|----------|---------|-------|----------------|----------------|
| Salesperson: 3 | 0 | 0 | 33.33 | 0 | 66.67 | 0 |
| Sales Manager: 2 | 0 | 0 | 0 | 0 | 100 | 0 |
| Other: 2 | 0 | 0 | 0 | 50 | 50 | 0 |
| Total: 7 | 0 | 0 | 14.29 | 14.29 | 71.43 | 0 |

10. Many salespeople at my organization are stagnating.

| | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | Not Applicable |
|---------------------|-------------------|----------|---------|-------|----------------|----------------|
| Salesperson: 3 | 0 | 0 | 33.33 | 0 | 66.67 | 0 |
| Sales Manager: 2 | 0 | 0 | 0 | 50 | 50 | 0 |
| Other: 2 | 0 | 50 | 0 | 0 | 50 | 0 |
| Total: 7 | 0 | 14.29 | 14.29 | 14.29 | 57.14 | 0 |

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11. Sales managers at my organization know, with exact precision, precisely how to manage and motivate each salesperson individually.

| | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | Not Applicable |
|---------------------|-------------------|----------|---------|-------|----------------|----------------|
| Salesperson: 3 | 0 | 0 | 33.33 | 33.33 | 33.33 | 0 |
| Sales Manager: 2 | 0 | 0 | 0 | 50 | 50 | 0 |
| Other: 2 | 50 | 0 | 0 | 0 | 50 | 0 |
| Total: 7 | 14.29 | 0 | 14.29 | 28.57 | 42.86 | 0 |

12. Salespeople know the exact expectations of them.

| | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | Not Applicable |
|---------------------|-------------------|----------|---------|-------|----------------|----------------|
| Salesperson: 3 | 0 | 33.33 | 0 | 0 | 66.67 | 0 |
| Sales Manager: 2 | 0 | 0 | 0 | 50 | 50 | 0 |
| Other: 2 | 0 | 0 | 0 | 50 | 50 | 0 |
| Total: 7 | 0 | 14.29 | 0 | 28.57 | 57.14 | 0 |