

# CEO Sales Checklist

[ScalingSales.com](https://ScalingSales.com)

CEOs know that sales are crucial for their business but up until now there has not been a simple, practical checklist that puts them in control of sales and sales results.

Finding and winning new customers, and building the team to do it, is complicated and it can be challenging to know where to focus your efforts.

That's why we created this CEO Sales Checklist.

This checklist is a comprehensive guide that will help you develop a successful sales strategy and implement effective tactics.

It covers everything you need to know, from clarifying your niche and positioning to generating high-quality leads and closing deals.

By following the steps outlined in this checklist, you will see a significant improvement in your sales outcomes. You'll generate more leads, close more deals, and increase your revenue and profitability.

If you're ready to get control of sales, dive into this checklist today.

It's a straightforward and practical tool that will help you take control of your sales results.

**Have Questions? Want Help? [Schedule a Call](https://www.scalingsales.com) at [www.scalingsales.com](https://www.scalingsales.com)**

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# Step 1: Pick a Mountain to Climb: Niche and Positioning

## Why are you doing this?

- What's the change you're trying to make?
- Why does it matter?

## Identify your initial target market:

- Ideal Customer: Who are you for?
- Who is not for you? (Based on industry, company size, location, etc.)

## Analyze your competition:

- Who are your top 3-5 competitors?
- What are their primary 3-5 strengths? Weaknesses? Messaging?

## Create your value proposition:

- Uniqueness: What sets your company and solution apart from everyone else?
- Have you documented and validated a clear value proposition?
- Can your prospects and clients understand what you do and why it matters to them in 12 words or less?

## Compelling Offer:

- Is your offer irresistible and clear regarding outcomes, price, cost, risk and trust?
- What are your customers top 3-5 issues that if solved, create the most valuable outcomes?

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# Step 2: Capture Attention: Lead Generation: Outcome: Get the first meeting.

## Generate high-quality leads:

- Do you have at least one high performing lead generation lane consisting of one offer, via one channel, to one persona?
- Do you have a defined 4 stage lead generation funnel leading to a conversion event?
- Is the funnel fully built and implemented?

## Iterate & Improve

- Do you have a lead generation dashboard including funnel waterfall KPIs in place to track success at each stage of the lead generation process?
- Do you regularly identify the biggest constraint in your funnel and address it?

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# Step 3: Keep Attention: Sales: Outcome: Influence Their Decision

## Sales Process:

- Are your discovery calls documented with steps and scripts or bullet points?
- Is your conversion event documented with sales scripts or bullet points?
- Do you have a defined, documented sales process that allows you to know what to do and say at each step of the sales process to advance opportunities?
- Do you have templated call priority and planning standards and call planning and call debrief templates?

## Documentation & Playbook:

- Do your sales, email and communication scripts and templates appropriate for each stage in the sales process and are focused on advancing the deal?
- Have you prepared a compelling demo and discussion that shows and confirms with the customer that they can resolve their top 3-5 issues with your solution?

## Accountability & Coaching:

- Do you have the 4 Types of Sales Meetings in place: Instruction/Accountability/Public/Private
- Are you using the 4 Types of Sales Meetings to develop your salespeople to improve and grow sales month to month, quarter to quarter, year to year?
- Is your forecast and pipeline accurate to +/- 10%?
- Do more than 10% of the deals in your pipeline slip to the next quarter/year?
- Do more than 10% of your deal close dates slip more than 1 month/quarter/period?
- Do you know how to coach the individual members of your sales team to advance the most important deals in their pipeline and develop their selling skills?

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## Processes & Systems:

- Do you have the sales enablement tools in place like CRM, Call Recording, Sales Enablement, and others to maximize the time salespeople sell?
- Do you have clear reporting and visibility on the key KPI's of Quota Attainment, Length of Sales Cycle (overall and days in stage) and win rate for your sales team and each sales person by deal/lead type?

## Finding & Keeping Sales People:

- Do you know your ideal salesperson profile?
- Have you created a sales recruitment funnel?
- If you're growing the sales team, do you spend at least 1 day a week finding new salespeople?
- Do you have a sales compensation plan that addresses the business needs and incentives of your company, your customers and your salespeople?
- Have you created a career path to reduce churn of your best salespeople?

## Questions?

By following this checklist, you can take control of your sales results and achieve greater success in generating leads, closing deals, and increasing your revenue and profitability.

If you have any questions or need help implementing this checklist, [schedule a call](#) with me at [ScalingSales.com](http://ScalingSales.com).

Together we'll get control of your sales and make them grow.

I'm looking forward to our call!

Steve

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