



9 Essential Questions on Culture

Integrated Sales Strategies developed this high-level assessment to help B2B leaders evaluate key connections between culture and sales results in their companies. More information on sustaining growth through a culture of value is available at integrated-sales.com.

ALIGNMENT

1. Does our business have a well-understood vision for growth?				
Not at all	We talk about it...	Inconsistent	A successful initiative	Continuous
2. How good are we at incorporating customer insights gathered in the field?				
Not at all	We talk about it...	Inconsistent	A successful initiative	Continuous
3. How well does our organizational structure support the growth vision?				
Not at all	We talk about it...	Inconsistent	A successful initiative	Continuous

DEVELOPMENT

4. Do we uphold our margins in competitive situations?				
Not at all	We talk about it...	Inconsistent	A successful initiative	Continuous
5. Are we able to identify and measure leading indicators in our sales cycle?				
Not at all	We talk about it...	Inconsistent	A successful initiative	Continuous
6. Do our development programs align closely with growth goals and strategies?				
Not at all	We talk about it...	Inconsistent	A successful initiative	Continuous

MOBILIZATION

7. Do we spend an appropriate portion of our time creating relationships with high-value prospects and growth targets?				
Not at all	We talk about it...	Inconsistent	A successful initiative	Continuous

8. Do our managers provide coaching to develop skills and to drive sales efficiency and effectiveness?				
Not at all	We talk about it...	Inconsistent	A successful initiative	Continuous

9. Do we sell our company's value on our customers' terms?				
Not at all	We talk about it...	Inconsistent	A successful initiative	Continuous

Why culture matters

"Culture eats strategy for breakfast." - Peter Drucker

We believe that reflecting on the state of your company culture, and its impact on the value you create for customers, is the best way to start any strategic growth initiative. In our practice, as in this assessment, we approach "culture of value" through:

Alignment

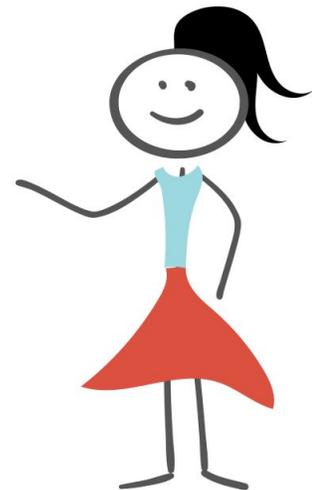
Are your goals, values, strengths, people, and processes aligned to support growth by creating value for customers and clients?

Development

Do you have a clear understanding of how your customers experience value in their relationship with you? Are you actively improving on your value and your differentiation?

Mobilization

Are your customer-facing team members executing with a clear understanding of the customer journey? Are they able to present, deliver, and reinforce your value to build lasting relationships?



Engaging with us

Collaboration fosters diversity and builds trust. By working together collaboratively, we'll establish best practices capturing today's successes and laying a managed path to your goals and aspirations. It's a practical approach to transforming business that leverages your team and our experience.



Assessment: 9 Essential Questions on Culture

A free, high-level organization assessment focused on cultural behaviors we've found essential to sustaining sales growth. Meant for senior leaders, the assessment will help you isolate important strengths and defects.

Workshop: 30 Sales Questions for Orgs

We offer a more comprehensive assessment in the form of a facilitated workshop. This revealing engagement will shine bright light on how well the organization is aligned for sales success; positioned for improvement and development; and capable of mobilizing around best practices.

Discovery: Value Propositions

This exercise engages members of your team one-on-one to harvest the best ideas and practices in your organization. And, critically, we also interview influential customers and prospects to frame your offerings in their terms, exposing gaps, opportunities and other differentiating insights.

Boardroom: Action Plan

A concise presentation of organization and customer insights to leadership, followed by delivery of the proposed Action Plan. What goals and strategies would be most valuable to your business vision? How do we align our resources for success? How do we measure, manage and improve? How do we mobilize people toward success goals?

Execution: Lead/Co-Lead

Coordinated implementation of your company's action plan, building culture to mobilize your people through best practices, tools and professional development.