



JANUARY 2025

SALES TEAM AUDIT

REPORT GUIDEBOOK



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SELECTED METHODOLOGY

Methodology inspired by the **Straight Line Sales System** by Jordan Belford (the “Wolf of Wall Street”)*.

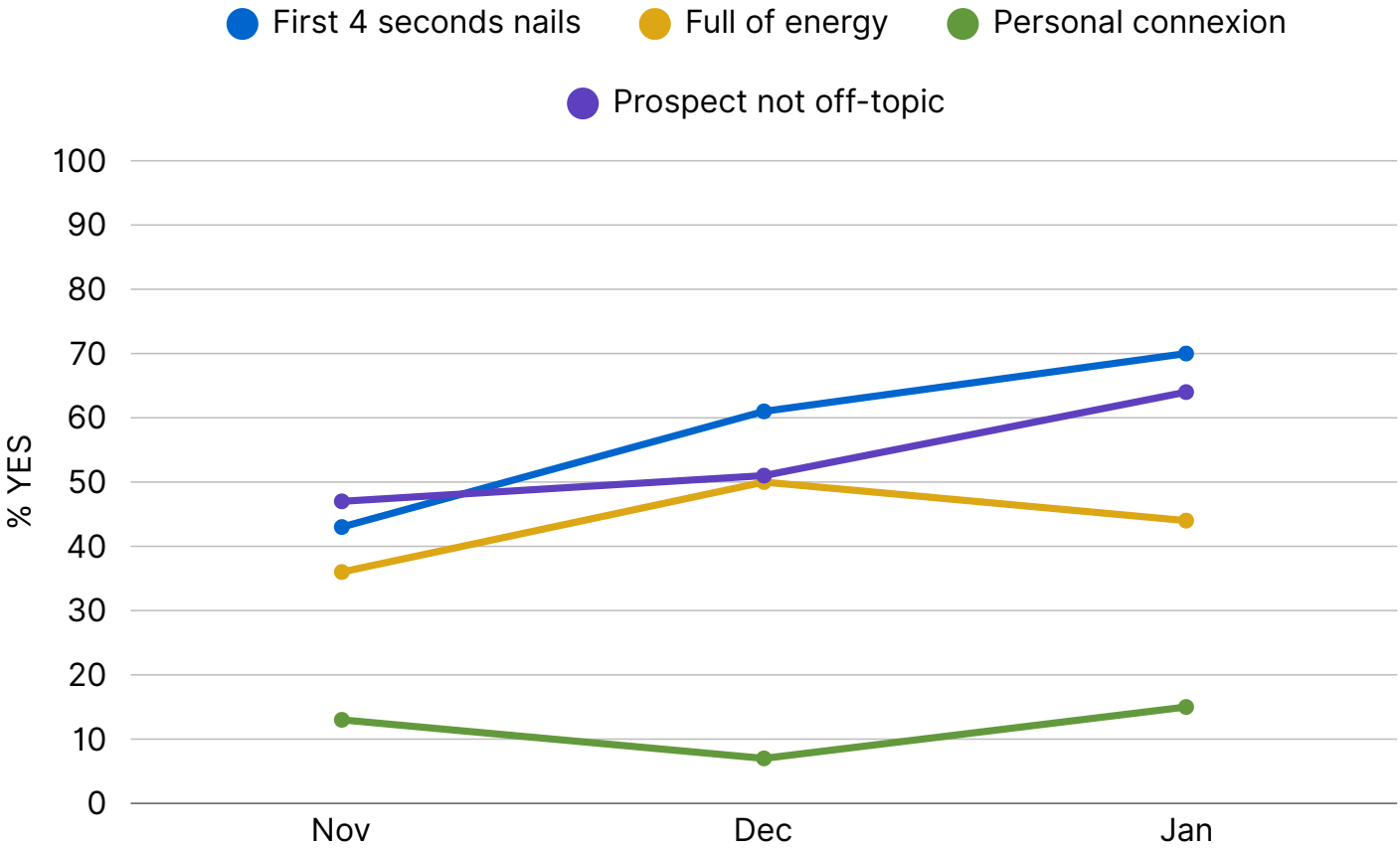
SELECTED METRICS

	Metric category	Metric	Type
1	Behavior	First 4 seconds nails according to guidelines	Custom
2	Behavior	Was the sales rep full of energy and enthusiasm?	Default
3	Behavior	Did the sales rep try to build personal connections?	Default
4	Behavior	Did the sales rep avoid letting the prospect steer off-topic?	Default
5	Pain-points	List pain-points identified	Default
6	Pain-points	Categorise the pain-points according to provided list	Custom
7	Pain-points	Did the sales rep proactively uncover the pain-points?	Default
8	Pain-points	Did the sales rep use the pain-points throughout the conversation?	Default
9	Call outcome & Follow up	What was the outcome of the call?	Default
10	Call outcome & Follow up	Did the sales rep schedule a follow-up?	Default

* We are not affiliated with, sponsored by or endorsed by Jordan Belford. But we for sure would buy his pen.

SELECTED METRICS

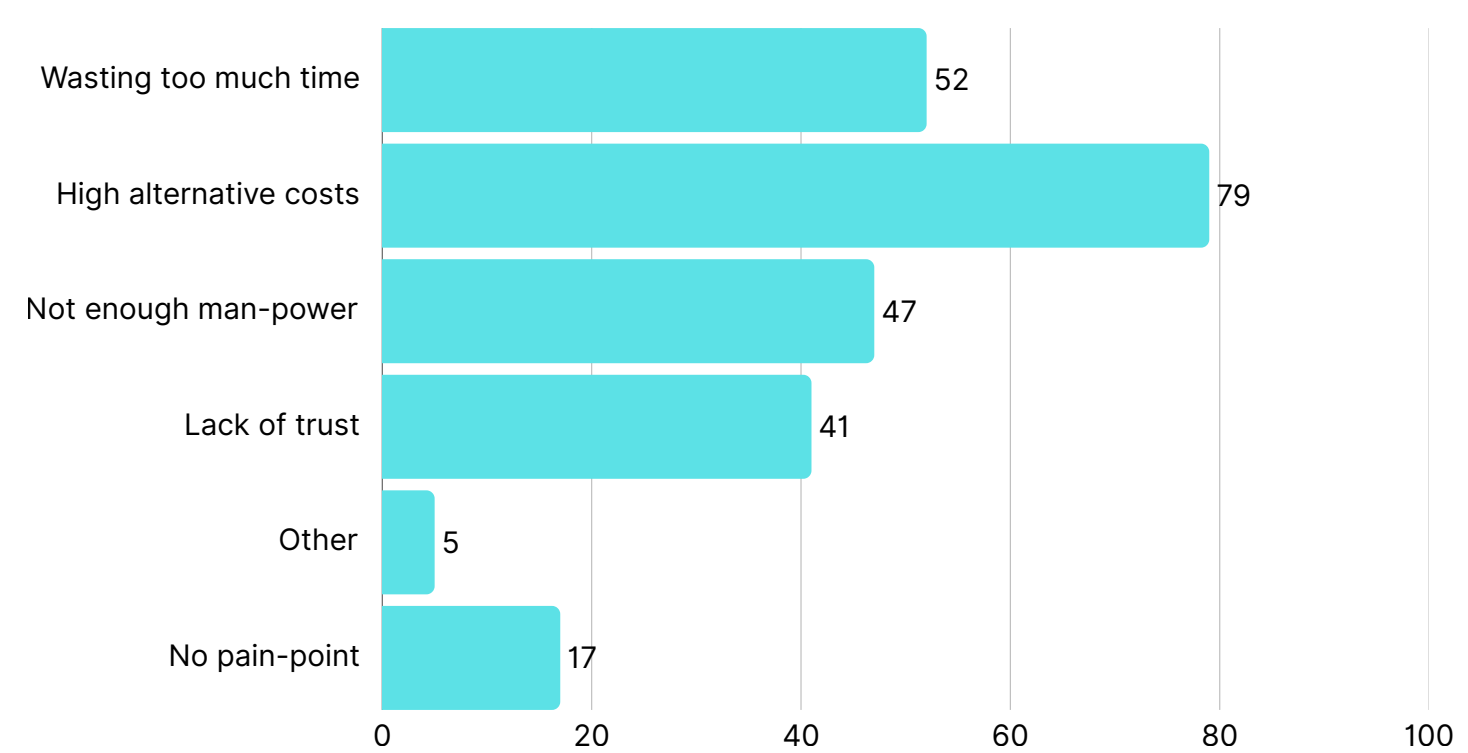
Metric	Result
First 4 seconds nails according to guidelines	65%
Was the sales rep full of energy and enthusiasm?	44%
Did the sales rep try to build personal connections?	15%
Did the sales rep avoid letting the prospect steer off-topic?	64%



SELECTED METRICS

Metric	Result	Last month
Pain-points identified	83%	71%
Did the sales rep proactively uncover the pain-points?	25%	41%
Did the sales rep use the pain-points throughout the conversation?	64%	51%

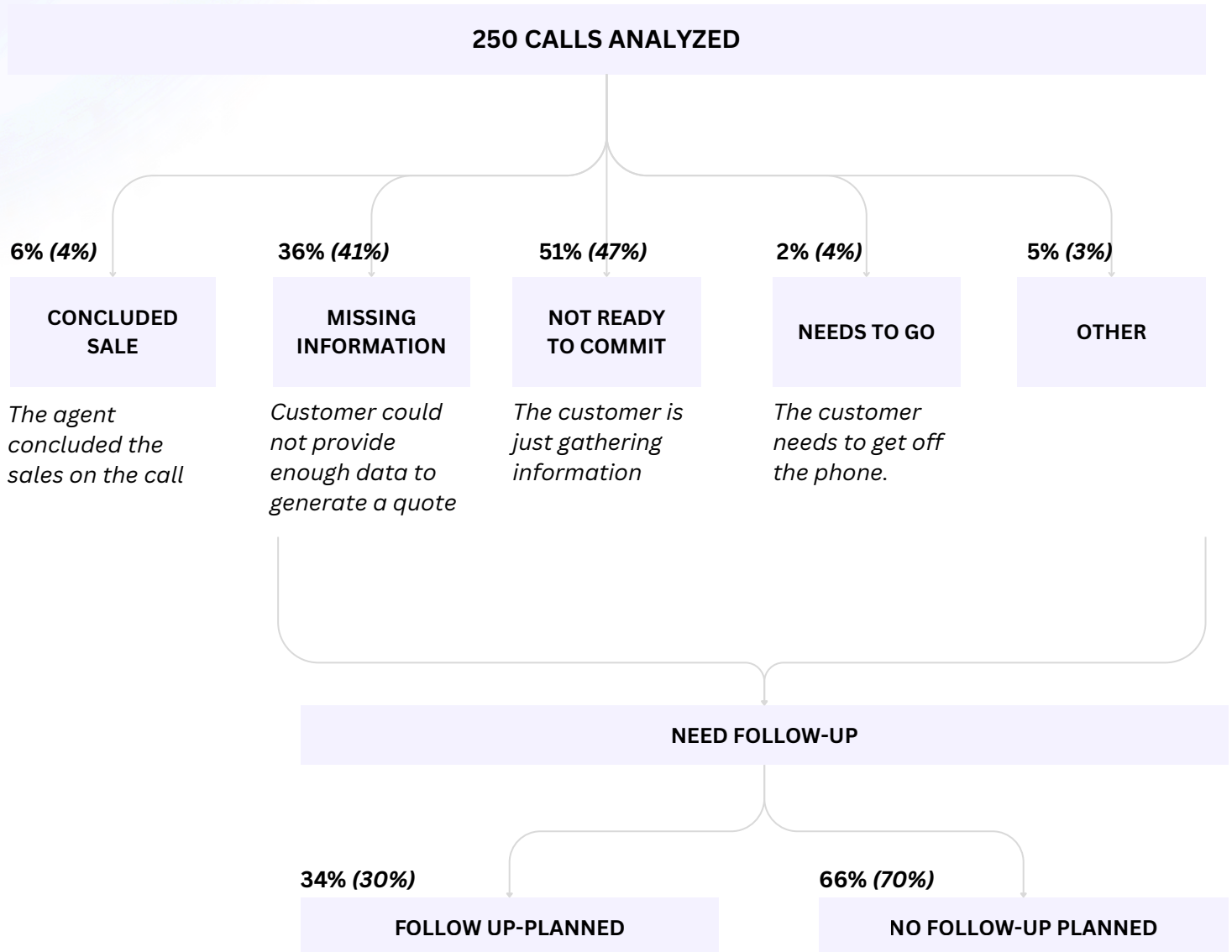
CATEGORIZED PAIN-POINTS



CALL OUTCOME AND FOLLOW-UP - RESULTS



This month % (Previous month %)



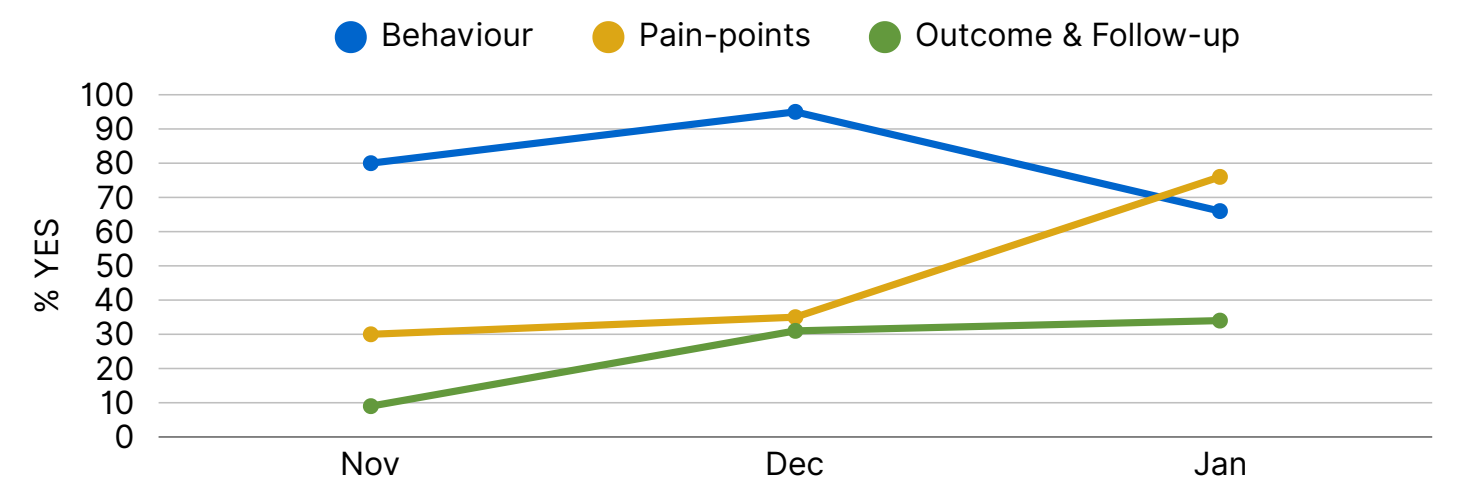


INDIVIDUAL SALES REP RESULTS

SELECTED METRICS

Metric category	Metric	Result	Team average
Behavior	First 4 seconds nails according to guidelines	40%	65%
Behavior	Was the sales rep full of energy and enthusiasm?	21%	44%
Behavior	Did the sales rep try to build personal connections?	5%	15%
Behavior	Did the sales rep avoid letting the prospect steer off-topic?	90%	64%
Pain-points	Pain-points identified	91%	83%
Pain-points	Did the sales rep proactively uncover the pain-points?	54%	25%
Pain-points	Did the sales rep use the pain-points throughout the conversation?	82%	64%
Call outcome & Follow up	Did the sales rep schedule a follow-up?	34%	30%

AGGREGATED RESULTS



WE WANT YOU TO IMPROVE YOUR SALES!

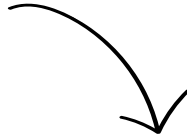


At Testmyteam.ai, we help companies better understand the performance of their sales team.

TIRED OF MANAGING BY GUT-FEELING?

- ▶ **Know if your team is heading in the right direction**
- ▶ **Manage your team with data**
- ▶ **Let your team know where they can improve**

LET'S CONNECT!



BOOK A DEMO

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Carla & Paul,
Co-Founders
(Not a couple)