

# 90 DAY PLAN FOR IMPROVING SALES TALENT POTENTIAL



Unlock your organization's sales potential with this week-by-week strategic blueprint.

## COLLECT INDIVIDUAL DATA

**WEEK 1** Assess **behavioral tendencies**, motivating needs and employee work styles

**WEEK 2** **Baseline selling skills**, strengths and weaknesses

**WEEK 3** Review Q1 **performance metrics** and current pipelines

## CONDUCT TRAINING AND TEAM ANALYTICS

**WEEK 4** Deliver **targeted sales training** informed by data obtained during Weeks 1-3

**WEEK 5** Conduct **team level analytics** to identify behavioral profiles of top performers

**WEEK 6** Evaluate **behavioral requirements for each sales role** based on top performer analytics

**WEEK 7** Create an **individual Development Plan** for each sales rep outlining specific goals and necessary actions

## REINFORCE WITH INFORMED COACHING

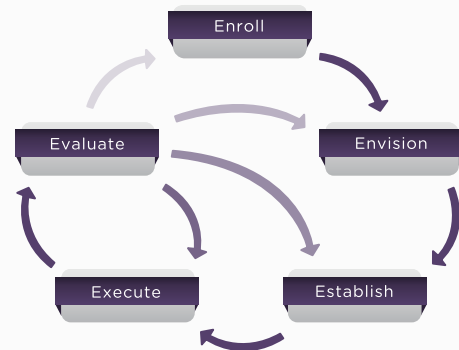
**WEEK 8**

**WEEK 9**

**WEEK 10**

**WEEK 11**

Meet one-on-one formally and informally for **deal coaching sessions** and broader **performance coaching** using the 5 E Coaching Process.



## FINISH STRONG

**WEEK 12** **Focus on closing business**

**WEEK 13**

**Assess the quarter**—what worked? What continuous improvements can be made at the team and individual levels?