

SALES CULTURE EVALUATION FORM

NAME: _____ DEPARTMENT: _____

HOW LONG HAVE YOU BEEN IN THIS COMPANY? ____ Year/s ____ Month/s

Please check the box that corresponds to your best answer to each of the questions below.

Incentives to Perform

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The company offers adequate pay and benefits to motivate sales reps to show up and put in the effort.	☐	☐	☐	☐	☐
There is a solid performance-based compensation structure that incentivizes reps to exceed expectations.	☐	☐	☐	☐	☐
The company provides recognition to those making improvements or achieving milestones.	☐	☐	☐	☐	☐
Your goals and quotas are challenging yet reasonable enough to encourage the effort to achieve them.	☐	☐	☐	☐	☐

Healthy & Productive Relationships

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Your employees feel comfortable and encouraged to seek help from managers or other team members when necessary.	☐	☐	☐	☐	☐
There are tools and resources that make communication simple among your sales team.	☐	☐	☐	☐	☐
There are mechanisms (like gamification) in place to create accountability for your salespeople to perform.	☐	☐	☐	☐	☐
There is a high level of trust and transparency between your sales team and management.	☐	☐	☐	☐	☐

Growth & Development Opportunities

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Time is set aside to help reps learn and grow their sales knowledge.	☐	☐	☐	☐	☐
"Sales losses" are treated as events with disciplinary action or learning opportunities.	☐	☐	☐	☐	☐
A system or resources are in place to ensure management and coaching are always available to those reps who request them.	☐	☐	☐	☐	☐