

| Sales Excellence Component | Evaluation Criteria | Always | Sometimes | Never |
|--|---|--------|-----------|-------|
| | | | | |
| Aura of Energy | <ul style="list-style-type: none"> Employee engagement is high Everyone gives us their full and best energy with a smile every day. | | | |
| Understand We Have 2 Customers | <ul style="list-style-type: none"> Customer and candidate/employee loyalty is extremely high. Our retention rates for both are high. | | | |
| Persistent | <ul style="list-style-type: none"> Our sales team questions and probes to thoroughly identify a prospect's needs beyond what is articulated. Our service team doesn't just fill orders; they question clients to ensure their understanding of the objectives is clear. | | | |
| View Every Situation Through a Sales Lens | <ul style="list-style-type: none"> Our sales team proactively seeks sales opportunities and creatively positions solutions. Our service team proactively sells additional services. | | | |
| Culture of Pride | <ul style="list-style-type: none"> We have confidence and swagger We're competitive Employees proud to work for our firm | | | |
| Soft Boundaries Between Roles | <ul style="list-style-type: none"> "That's not my job" is not heard or implied by anyone on our team. We put the customer's best interests before our own. | | | |
| Accountability is a Given | <ul style="list-style-type: none"> My team embraces high expectations, and they are each driven to personally invest in our success. | | | |
| Celebration is Common | <ul style="list-style-type: none"> We have fun on the job. We celebrate small successes and tease each other playfully. | | | |
| Total Score (Add the checkmarks in each column) | | | | |

Staffing Company: _____



| Scoring Key | Score | Strategy |
|-------------|--|--|
| | Far more Always than Sometimes; no Nevers | Your team has a <i>strong</i> sales excellence culture. Work hard to maintain it and improve upon it each day! |
| | Far more Always and Sometimes combined than Nevers | Sales excellence is a priority, but not consistently. Get clarification on why “Sometimes,” and put a plan in place to address the “Nevers” now. |
| | Sometimes and Nevers combined outnumber Always | Your team does not embody the culture of sales excellence that meets your standards and may not have the potential to under the current conditions. Get some outside help to determine where/who the weak links are. |

Improvement Actions: