

The Sales Performance System™

Three Operating Disciplines. One Integrated System.



COMMON
SENSE
SELLING™
SIMPLIFY. FOCUS. SUCCEED.



EXECUTIVE SUMMARY

Healthy sales organizations don't optimize departments. They optimize the entire system that creates, wins and grows customer relationships.

Most organizations think they have a sales problem. Very few actually do. More often, they have a system problem.

Revenue is never created by Sales alone. Long before a salesperson meets a customer, leadership establishes priorities, marketing shapes positioning and messaging, sales creates opportunity, managers develop capability, and customer success reinforces value and identifies opportunities for growth.

Every part of the organization influences revenue. When those functions work independently, performance becomes inconsistent. When they work together, growth becomes predictable.

That's what we call the **Sales Performance System™**.



THREE OPERATING DISCIPLINES

A healthy Sales Performance System™ is built around three interconnected operating disciplines. These disciplines are interdependent—weakness in one limits the performance of all the others.



1. MARKET INSIGHT™

Do we understand our customers, markets and opportunities well enough to consistently create quality conversations?



2. SALES READINESS™

Have we equipped our people with the knowledge, tools, messaging, coaching and leadership they need to succeed?



3. SALES EXECUTION™

Can we consistently convert opportunity into profitable, long-term customer relationships?



THE MISSING PIECE

Most organizations think the sales process ends when the customer signs the agreement. Healthy organizations know that's where the learning begins.

Every customer interaction creates new insight. Customer Success hears why customers buy, why they stay, why they leave, where competitors are winning, and where new opportunities exist.

That information should continuously improve Market Insight, Sales Readiness and Sales Execution. Healthy organizations learn from every customer. That's why the system is continuous.



THE THREE OPERATING DISCIPLINES WORK TOGETHER

These disciplines aren't independent initiatives. They are interconnected and interdependent.

- **Weak Market Insight** creates poor opportunities.
- **Poor Sales Readiness** reduces the ability to capitalize on those opportunities.
- **Weak Sales Execution** limits growth regardless of how good the first two are.

The system performs only as well as its weakest component.



COMMON SENSE INSIGHT™

Healthy sales organizations don't improve one department at a time. They continuously improve the entire Sales Performance System™.



WHY THIS MATTERS

Imagine two organizations selling identical products in the same market.

One continually shares customer insight across departments. Marketing refines messaging. Managers improve coaching. Sales asks better questions. Customer Success uncovers expansion opportunities. Leadership measures progress.

The other operates in silos.

Same products. Same market. Different system.

Over time, the healthier system wins.



LEADERSHIP CHALLENGE™

Bring together leaders from Sales, Marketing, Customer Success and Executive Leadership. Draw the Sales Performance System™ on a whiteboard. Then ask one question.

"Where does information stop flowing today?"

The discussion may uncover your greatest opportunity for improvement.



CLOSING THOUGHT

Organizations don't become exceptional because individual departments perform well. They become exceptional because the entire system learns, adapts and improves together.

That's what creates sustainable growth.



COMING UP NEXT
ARTICLE 5

How Healthy Is Your Sales Performance System™?

Understanding the framework is valuable.

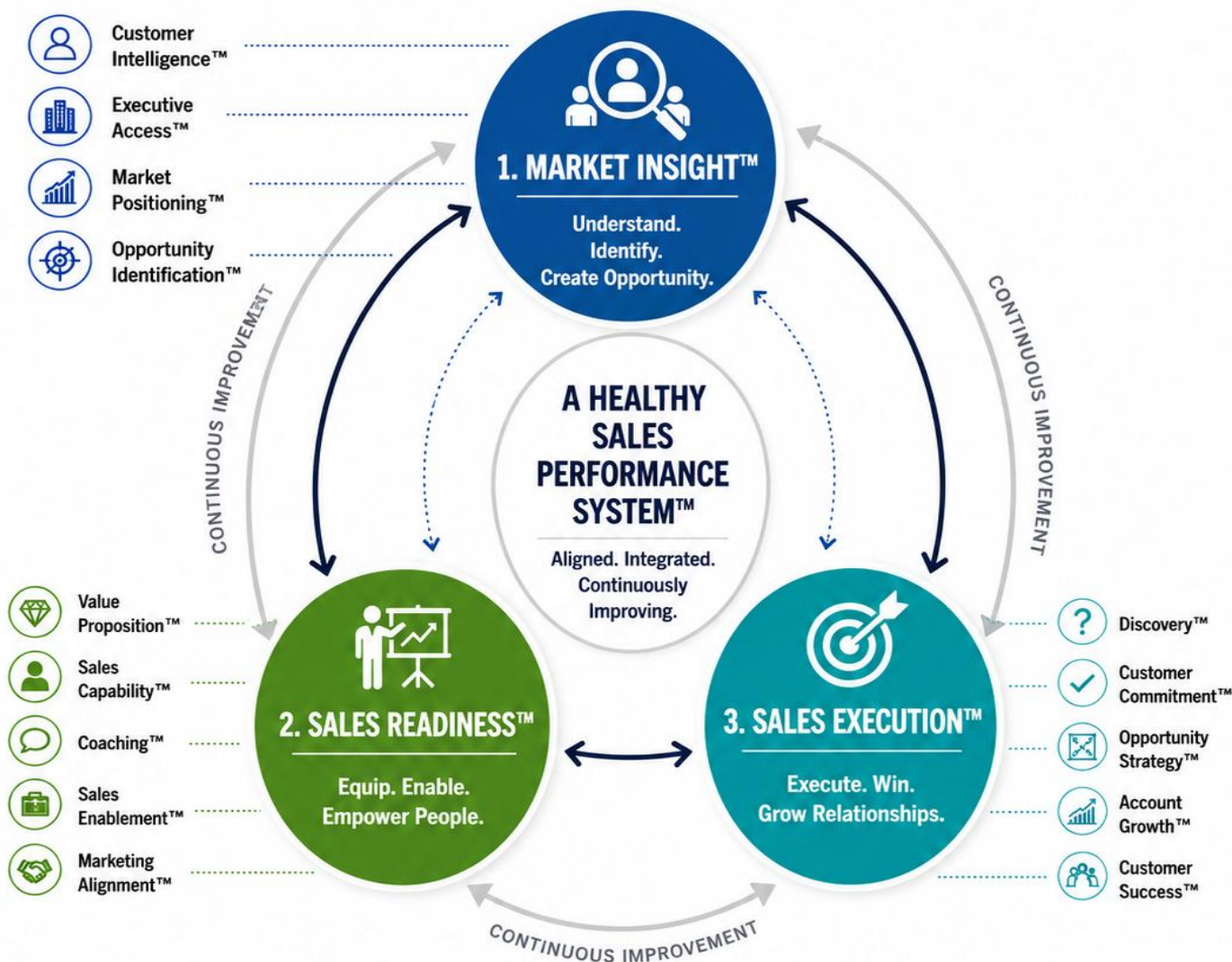
Measuring the health of your own system changes the conversation.

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CUSTOMER SUCCESS CONTINUOUSLY FEEDS NEW INSIGHT BACK INTO THE SYSTEM.

Customer feedback, outcomes and market intelligence strengthen every part of the system—making it smarter, faster and more effective over time.



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