

Benchmarking Against the Best

A Guide for B2B Organisations



How do your Sales and Marketing processes compare against the Best-in-Class?

How do your current sales and marketing processes compare with the winning behaviours and best practices of some of today's top performing B2B companies?

We've distilled what we've learned about these organisations into 20 questions that can help you to compare your current processes against the Best-in-Class.

We're not going to suggest that our short checklist is a substitute for a thorough analysis - but many people have found that this simple self-evaluation can help to highlight areas that are worth a more detailed evaluation.

The questions exemplify the winning behaviours of some of today's fastest-growing B2B organisations - as reflected in research published by (amongst others) CSO Insights, SiriusDecisions, the Harvard Business Review and the Aberdeen Group, in addition to our own observations.

They also incorporate the recommendations of many of today's best-regarded authors on B2B sales and marketing, including Geoffrey Moore's "*Crossing the Chasm*", Steven Gary Blank's "*The Four Steps to the Epiphany*", and Hugh Macfarlane's "*The Leaky Funnel*" as well as David Skok's excellent "*For Entrepreneurs*" blog.

Each of the 20 factors we've identified has been proven in practice to have a positive - and sometimes dramatic - impact on the ability of promising organisations to build scalable businesses that are capable of sustaining levels of revenue, profit and market share growth significantly greater than their peers.

Before You Start

The exercise should take no more than a few minutes. Before you start, you might find it useful to print copies of this blank document and ask some of your colleagues to independently record their own observations so that you can compare notes afterwards.

First, please record your honest assessment of the level of performance you believe that your organisation is **consistently achieving today** in each area.

Second, please score each question on a five-point scale, where **1**=you're either not doing any of the things covered by the question or regard them as being unimportant, to **5**=you're already fully and successfully implementing all of the things covered by the question, and where an intermediate value (**2-4**) best describes your current progress towards the goal.

Third, once you're done, please add up the number of ticks in each column of the chart, multiply each column total by the weighting factor, and calculate your final score.

Finally, once you've finished, please turn to the final page of this document, reflect on your results, and consider how you could start applying what you've just learned.

Self-Assessment Checklist

To what extent would you agree that...

Do Not Agree 1 <<< 2 Partly Agree 3 >>> 4 Fully Agree 5

- | | 1 | 2 | 3 | 4 | 5 |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1. Your organisation has been able to establish a completely scalable, repeatable and predictable business model that is already delivering consistent revenue and profit growth quarter after quarter... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. You have been able to develop fully researched ideal prospect profiles for your key target markets that clearly document their common environmental, situational and behavioural characteristics... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. You have been able to develop fully researched buyer motivation models that clearly identify the typical concerns and motivations of the key players in your prospect's decision making process... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. You have a fully researched understanding of the most important market trends affecting each of your key audiences, and are actively using these insights to shape your marketing messages... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. You have a fully researched understanding of the most important trigger events that cause your prospects to start searching for solutions and you are actively monitoring and reacting to them as they occur... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. Your marketing messages and campaigns are fully focused on identifying and addressing your prospects' business critical issues rather than on promoting your products and services... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 7. You have been able to fully identify the key influencers that help to shape buying decisions in your markets, such as press, analysts, social media, professional associations, industry bodies, etc... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 8. You have been able to implement an effective business social media programme that is helping you connect more closely with your target audience and is already generating a healthy stream of inbound enquiries... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 9. Your marketing and sales organisations have been able to agree a common definition of a " sales ready lead " and are jointly focused on generating and following up a growing stream of high quality enquiries... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 10. Every member of your sales organisation is applying the same consistent approach to qualifying sales opportunities and is being actively encouraged to qualify bad deals out early... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 11. You have been able to establish a well defined, consistently implemented and continually refined sales process that reflects industry best practice together with the winning behaviours of your most successful sales people... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Continue to next page...

Self-Assessment (Continued)

To what extent would you agree that...

Do Not Agree <<< Partly Agree >>> Fully Agree
1 2 3 4 5

12. You have been able to implement a scalable sales process that anticipates and addresses your key prospect's most common motivations and concerns at each stage in their **buying decision process**...

13. Every one of your **sales tools** and pieces of marketing **collateral** is playing a clearly defined and provably useful role in advancing your prospect's typical buying decision process...

14. You have been able to clearly define each **stage** in your sales process and are confident that every member of the sales organisation understands and is applying each stage in the same consistent way...

15. You have been able to implement clearly defined **milestones** between each stage of your sales process based on observable evidence of buying behaviour rather than the activities of your sales people...

16. You regularly review and compare **sales velocity** and conversion rates at every pipeline stage and use this information to proactively diagnose and deal with the bottlenecks in your sales process...

17. Your current **sales forecasting** process is consistently accurate at every level from the company to the individual sales person, and that you are actively measuring and rewarding sales forecast accuracy...

18. Your **CRM** implementation fully reflects your defined sales process, contains complete data that is always up to date, and is universally embraced and adopted by every member of your sales organisation...

19. You are successfully managing all of your sales and marketing activities as part of a single **integrated revenue cycle** that defines clear responsibilities and incorporates common metrics and reward systems...

20. You have been able to successfully establish a **sales and marketing environment** that fully supports collaborative working, shared learning and continuous performance improvement...

Add up the number of ticks in each column **on both pages**

Multiply by the weighting factor

*1 *2 *3 *4 *5

Subtotal column scores

Final Score %

Please turn over...

How Did You Score?

We've never yet come across an organisation with a 100% score. There's always some scope for improvement. But some of the top-performing organisations are nudging the 80% barrier - and others are catching up fast.

So here's how we suggest you might interpret your score:

- >80%** You're already up there amongst the very best. Keep up the good work, and leverage what you're learning to incrementally improve your performance. *We'd like the chance to learn from you.*
- 60-80%** You're already doing better than most of your peers. Where are the obvious areas for further improvement? *Perhaps we could help you get there faster?*
- 40-60%** Not bad, but you've got some areas that need improvement. You must prioritise the areas that could have the most impact. *We can help you create a performance improvement programme.*
- 20-40%** You need to decide whether you are prepared to subject your sales and marketing processes to some pretty radical surgery? *If you are, we can help you through the process.*
- 0-20%** It could be that your business is B2C, or unlike any other successful B2B businesses that we've come across. But if not, and you're motivated to do so, you need to make some urgent changes.

Take the Next Step

All we've done so far is to simply help you highlight some potential areas for improvement. If you're interested in learning more about how we might be able to help, we suggest that you take a look at our **approach to building scalable businesses** at www.inflexion-point.com

Then - when the time is right - we'll be happy to discuss your results and arrange a one day discovery session with key members of your leadership and customer-facing teams. You can find out more about the process here: www.inflexion-point.com/discovery-day

Or you can simply contact us using any of the details below. We look forward to listening to what you're hoping to achieve, and to sharing the lessons we've learned from helping other similar organisations do the same...

About Us

Inflexion-Point enables promising B2B companies to improve their sales performance by implementing repeatable, scalable and predictable sales and marketing processes. Our **D³ARE framework** offers a proven, step-by-step, evidence-based approach to building scalable businesses.

We equip our clients to connect with more of the right sort of prospects, to shorten sales cycles, increase sales win rates, generate more accurate sales forecasts and reduce the amount of time taken for newly recruited employees and channel partners to become productive.

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