



## 2020 Sales Leader Year-End Checklist

	<b>PERFORM SALES TRIAGE* FOR EACH DIRECT REPORT FOR 2021</b>
	<b>REVIEW AND FINALIZE DEVELOPMENTAL PLANS FOR EACH DIRECT REPORT FOR 2021</b>
	<b>ESTABLISH 30-60-90 DAY GAME PLANS FOR EACH DIRECT REPORT FOR 2021</b>
	<b>PERFORM SALES TRIAGE* FOR THE TEAM FOR 2021</b>
	<b>REVIEW CURRENT KEY METRICS, KPIs, DASHBOARDS AND REPORTING</b>
	<b>ESTABLISH KEY METRICS, KPIs, DASHBOARDS AND REPORTING FOR 2021</b>
	<b>SET CLEAR GOALS AND EXPECTATIONS FOR 2021</b>
	<b>ESTABLISH ONGOING ACCOUNTABILITY FOR 2021</b>
	<b>REVIEW AND ESTABLISH WEEKLY ONE-ON-ONE PROCESS FOR 2021</b>
	<b>REVIEW AND ESTABLISH AGENDA FOR 2021 SALES MEETINGS</b>
	<b>REVIEW AND ESTABLISH INCENTIVES AND RECOGNITION PROGRAMS FOR 2021</b>
	<b>REVIEW AND ESTABLISH SALES PROCESS FOR 2021</b>
	<b>REVIEW AND ESTABLISH 2021 SALES TRAINING PROGRAM</b>

\* TRIAGE: Determine what three areas that, if improved upon, will have the biggest impact on performance in 2021