



Sales Leader Year-End Checklist

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

* TRIAGE: Determine what three areas that, if improved upon, will have the biggest impact on performance next year