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| Problem | Impact to Organization | What I know about problem |
| 1) Low Close Rates | High cost of sales, slow revenue growth, fewer customers, less revenue, less profitability, increase pressure on the base, wasted leads, lost opportunities, vulnerable to competition, etc.  | Can be caused by weak sales team, lack of training, poor sales enablement, poor deal strategies, poor sales management, real product issues, lack of understanding of target customer, poor marketing, wrong target marketing etc.  |
| 2) Decline in Sales | Decline in revenue, lower margin dollars, cash flow challenges, inability to invest in product or other areas, layoffs, increase in cost of sales, increased competitive pressures, high turnover, etc. | Can by caused by poor sales management, lack of training, wrong product, wrong sales team with wrong sales skills, shift in the market, lack of process, poor forecasting, misaligned incentives and broken commission structure, weak culture, lack of planning etc.  |
| 3) Weak Lead Generation/Prospecting | Slow growth, missing quota, weak pipeline, increased cost of sales, pressure on marketing, infighting with marketing, not enough new logos, heavy dependency on the base, single threaded, increased pressure on close improving close rates etc.  | Is the result of weak sales team, inability of team to diagnose the problem, lack of understanding of solution set and customer environments, poor marketing, no marketing, lack of understanding of the market place, weak value proposition, wrong sales team structure (farming and hunting at same time), compensation misalignment, etc.  |
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