

## **Ongoing Measurement of the Success of Your Strategy and When and How to Adjust Your Strategy**

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In our last article we tackled the importance of the alignment of your staff with your sales strategy. We discussed the importance of communicating, sharing data, seeking input, empowering the team, and directing and inspecting continuously to remain on track.

In this article, the final in the sales strategy series, we will discuss the ongoing measurement of the success of your strategy and when and how to adjust your strategy.

**The key points to consider during this phase of the project are:**

- **Communication**
- **Data**
- **Feedback**
- **New information or Issues**
- **Inspection and Management**

### **Communication**

Communicate with your team at regular meetings. The frequency of these meetings can vary depending on the complexity of the sales strategy. However, if the meetings are held infrequently (e.g. quarterly or less often), it is wise to use other communication mediums such as email and/or memos to keep on track.

### **Data**

As we discussed in the previous article, the data we are referring to relates to the state of the company – the financials. One way to view the sharing of this data is as a “waypoint” in the journey, to provide information as to whether or not you are still on course. Keep tracking the data as it changes and communicate key information to the team. Data is critical and helps separate emotion from reality. Emotion should not figure into decisions. Decisions should be based on data and data alone.

### **Feedback**

Continue to ask for and incorporate the feedback from the team throughout transitions and adjustments to your strategy. Allow for easy feedback to come to you from the group, whether in meetings, responses to emails, memos, company newsletters, etc. Many companies have suggestion boxes, but what we are talking about here is a formal feedback model, a process and structure for your staff to provide candid feedback that is data driven and free from emotion or repercussions.

## **New information or Issues**

When new information or issues surface, continue to task your team and not take everything on yourself. As soon as they believe their input is not wanted, they will stop providing it and misalignment can occur. Once new information is analyzed, present the new data to the team so they can formulate ideas and suggestions on how to incorporate the data and its impacts on the strategy. A suggested way to do this is in written form, with a gap in time, followed by a meeting where the new ideas can be presented and captured. Once a decision has been reached (notice I did not say consensus), task out the incorporation of these decisions into the amended strategy and send the updated document to the team. Allow for review and feedback and set a date for final agreement to the amended strategy. Then send out the amended strategy to the team so they have the latest agreed-to documentation.

## **Inspection and Measurement**

Continue to inspect, measure, and report the results as you progress, and review and edit your strategy at regular intervals to keep it fresh and relevant.

In review, this and the previous three articles covered what needs to be considered in sales strategy development:

1. What Is a Sales Strategy and Why Is It Important to Have One
2. What to Base Your Strategy On: Important Questions to Ask and Answer
3. The Importance of the Alignment of Your Staff with Your Sales Strategy
4. Ongoing Measurement of the Success of your Strategy and When and How to Adjust Your Strategy.

Of course, there are many different sub points and variations on this perspective, but if these four components are part of your sales strategy development, you have a greater likelihood of success.

**In our next series of articles we will explore Sales Staff Recruiting & Retention – The Power of Your People!**

Until then...

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