



indigo leaf 'Salt' Test

Document: IL04

The 'Salt' Test has been developed by indigo leaf to provide a standard assessment method for the analysis of small to medium enterprise sales processes. The test results provide a high-level indication of how robust the process is, and enables it to be benchmarked against other businesses.



The assessment looks at 4 key areas, with each area split into two subsections. These are marked on a 5 star rating system according to their adherence to specific competencies. The total score is then weighted to reflect the industry sector before being used as the metric for benchmarking. The key areas are:

S

Sense & Scalability

The first area looks at the construct of the process and analyses whether it makes sense in terms of delivering the expectations of the business. Its flexibility and scalability between different market conditions are also assessed.

A

Aligned & Achievable

The second area digs deeper into the process's financial implications, and how aligned it is with the rest of the business's operations. We then look at how realistic and achievable the process is relative to the costs and resources needed.

L

Lifecycle & Latitude

The lifecycle stages and timescales are assessed, and the progression ratios analysed. What latitude exists to allow the prospect's buying process to be matched and respected

T

Talent & Training

The job descriptions and personnel of the sales team are assessed, and their responsibilities are analysed to identify the necessary talent and training needed to sustain success.

The 'Salt' test is part of the indigo leaf Sales Process Refinement Service, and is conducted as part of stage 1, the Sales Process Health-check, see documents IL02 & IL03 for more information, or get in touch

Telephone: 0333 300 1435

Email: info@indigo-leaf.com

