



Rating Your Company's Sales Organization Development Practices

Our Sales Organization Development Practice Is:

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|--|---|---|---|---|---|---|---|---|---|--|
| Centered On Sales Reps, Mgrs, Teams, Dept. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Centered On The Whole Company |
| Starts With Lower & Middle Managers | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Starts With Top Management |
| OK'd By The Top | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Led By The Top |
| A Reporting Relationship to HR, Training Mid Mgmt. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | A Reporting Relationship To Top Mgmt. |
| Purpose Unclear | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Purpose Well Communicated & Understood |
| SOD Process Practical | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | SOD Process Utilizes Applied Science |
| Steps Are Random In Execution | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Clear, Sound, Step by Step Approach |
| Humanistic Value System | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Profitability, Productivity & Satisfaction Value System |
| Process Oriented | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Results Oriented |
| Supportive & Catalytic | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Proven Theory Centered |
| Focused On Felt Needs (Symptoms) | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Focused On Real Needs (Problems) |
| SOD Input 3 Hours To 3 Days | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | SOD Input Typically 1 Week |
| 1st Step Learning In Horizontal Groups | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 1st Step Learning In Diagonal Groups |
| One Time Inputs | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Multi-Phase Inputs |
| Feedback (if any) Is Indirect | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Feedback Is Direct 1 on 1 |
| SOD Team Feels Better About Making Changes | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | SOD Team Given Power To make Changes |
| Conflict Resolution Through Compromise & Accomodation | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Conflict Resolution Through Confrontation |
| Person Centered | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Organization Culture - Centered |
| Supportive Of Status Quo | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Change Of The Status Quo |
| Evolutionary | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Systematic |

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| Total Score _____ | <p>Step #1 - Read the right and left ends of each scale. Step #2- If either describes your own Sales Organization Development situatio exactly, circle 1 or 9 to indicate which one. Step #3 - If SOD practices in your fall in between 1 and 9 circle the appropriate number to characterize how SOD is carried out. Step #4 - Total your points and divide by 20. The maximum SOD score, representing sturdy SOD is 9 and the minimum representing weak SOD (or none) is 1.</p> | Average _____ |
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