

# **Sales Process Improvement Defining The Objective**

## **What Is An Operational Definition?**

**A Definition That Gives Communicable  
Meaning To A Concept By Specifying How  
The Concept Is Measured And Applied  
Within A Particular Set Of Circumstances.**

(Deming, 1986)

# Sales Process Improvement

## Defining The Objective

### Elements Of Operational Definition

<b><u>Criterion</u></b>	<b>Standard Against Which To Evaluate Results Of The Test</b>
<b><u>Test</u></b>	<b>Procedure For Measuring A Characteristic</b>
<b><u>Decision</u></b>	<b>Determination Whether Test Results Show The Characteristic Meets The Criterion</b>

# Sales Process Improvement

## Defining The Objective

### Elements Of Operational Definition

<b><u>Criterion</u></b>	<b>Minimum of 85% Of Quota (Invoiced Gross Margin Dollars) achieved each month</b>
<b><u>Test</u></b>	<b>Invoiced Gross Margin Dollars will be published on monthly CSF report</b>
<b><u>Decision</u></b>	<b>If CSF shows at least 85% Invoiced GM the criterion is met. Quota Performance Is <i>Satisfactory</i>.</b>

# Sales Process Improvement

## Defining The Objective

### Define An Objective - Worksheet

<b><u>Criterion</u></b>	<hr/> <hr/> <hr/>
<b><u>Test</u></b>	<hr/> <hr/> <hr/>
<b><u>Decision</u></b>	<hr/> <hr/> <hr/>

# Sales Process Improvement

## Defining The Objective

### Ideal Sales Candidate

<b><u>Criterion</u></b>	<b>95% Of New Hires Will Be Ideal Sales Candidates</b>
<b><u>Test</u></b>	<b>All New Hire Sales Candidates Will Be Required To Pass An Ideal Sales Candidate Profile As A Pre-Requisite For Hire</b>
<b><u>Decision</u></b>	<b>If New Hire Candidate Profile is OSTC the criterion is met. New Hire Profile Is Ideal.</b>