



Sales Performance Benchmarking Tool Launched Online

Thompson Strategy Works, September 25, 2006

URL: <http://www.pr9.net/business/marketing/4499september.html>

A new free online tool for benchmarking your organisation's sales performance has been launched this week. The tool provides benchmark data and reports to improve sales performance.

PR9.NET September 25, 2006 - London, UK - Sales leaders who want to objectively assess their organisation's performance can now do so with a free online benchmarking tool. The new application compares performance with over 2,700 other sales organisations and gives commentary and advice on a range of critical sales performance issues.

The creators of the tool, UK based sales performance specialists Thompson Strategy Works, say that comparing and benchmarking an organisation's performance against best practice gives critical insights into areas for improvement. The sales performance tool provides analysis against input from leading sales organisations and gives advice on critical performance areas which may need to be addressed.

Commenting, Nigel Thompson of Thompson Strategy Works said:

There seemed to be nothing freely available on the web that allowed sales leaders to properly compare their performance against similar organisations. We've made the tool very simple to use and understand but very powerful in its potential impact on improving sales results. It was important for us to make sure that the pool of sales data was large and accurate enough to make the output absolutely credible and relevant."

The benchmarking tool uses data from extensive sales performance research conducted with organisations in the UK and US and adds in anonymous input from each new user to keep results bang up to date. The research was designed to understand and highlight the critical issues which prevent sustainable sales performance and to share the results with sales leaders.

The results of the original research uncovered five key barriers that prevent sales organisations from achieving their full potential. The benchmarking tool allows users to see how each of these critical performance barriers may be affecting their performance and gives practical advice on ways to overcome each one.

Commenting further, Nigel Thompson said:

"In searching for ways to improve sales performance, sales leaders are often limited to analysing internal issues. Benchmarking against a solid pool of credible data from similar organisations gives a valuable 'real world' perspective. It can often give a much clearer view as to where and how improvement efforts should be directed.

To try the 'Sales Performance Benchmarking Tool' visit www.salestrainingssystems.co.uk where you will be able to analyse your own organisation's performance.

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About Thompson Strategy Works

Thompson Strategy Works is a UK based sales performance improvement consultancy and UK marketing partner for the groundbreaking new sales team training and development toolkit The Sales Activator. The company provides strategic advice and support for sales team development as well as implementation consultancy for The Sales Activator system.

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