

Sales Channel Scoring System using PLV (Performance, Loyalty, Visibility)

This self-assessment will help you quickly assess how well you are managing your indirect sales channels and guide you to take actions to get your sales channels back on track by doing a few relatively simple things.

	PLV	Self-Assessment Question	Answer (Score)
1	P	For the portion of your company's revenues that comes from indirect sales channels, how well do those channel partners meet your company's revenue goals?	Almost always (9) Most of the time (7) About half the time (5) Infrequently (2)
2	P	How often do you review your channel partner's quantitative and qualitative performance with them?	On a quarterly basis (10) Annually (6) Infrequently (2) Never (0)
3	P	How often does your channel partner need your help to close business?	Almost never (10) In a competitive sale (7) Only with their newer salespeople (5) Most of the time (2)
4	P	How well would your channel partner sell your product without leads from you?	They are self-sufficient (10) Most of the time (6) Poorly (3) They couldn't (0)
5	L	In a sales situation when your channel partner doesn't have a qualified lead from you, where the opportunity fits your product, how often do they lead with your product?	Almost always (9) Usually (7) They sell my competitors (2) I don't know (0)
6	L	When does your channel partner sell competing lines?	When mine is not a fit (5) When they get leads from them (4) When they make more margin (2) I don't know (0)
7	L	Where do you rank with your channel partner's mindshare compared with other product lines they might sell?	We're on top (10) We're average (5) We're pretty low (2) I don't know (0)
8	L	How well do your channel partners embrace and sell new products you roll out?	Totally (10) When we help on the call (7) A little gun-shy (4) Very slow to sell them (2)
9	V	How well does your key contact inside your channel partner provide you with accurate forecast data once an opportunity has been put in the pipeline?	We get consistently good data (10) Most of the time (8) It's Hit & Miss (5) Poorly (1)
10	V	How well does your key contact inside your channel partner provide you with accurate competitive and customer data?	Provides good input (10) Only when it's negative (6) It's like pulling teeth to get it (4) Never (0)

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How did you do? Add up your scores from Page 1 to determine your rating.

Total Score	Rating
80-93	You've got it! But make sure you keep grading your indirect channel. Times are too volatile to put this on the shelf and relax.
55-79	You know what you don't know and seem to have a plan to fix it. Make sure you increase your visibility.
25-54	You have some serious work to do. You need to personally get closer to your partners and get a better understanding of their business drivers.
0-24	You have some real problems. Your channel strategy needs an overhaul.

Now that you've scored your indirect sales channel, ask yourself the following questions?

- #1 How well do I understand the business of my channel partner?
- #2 How easy is my company to do business with?
- #3 Are there things I can do to improve the predictability of my indirect sales channel?

To help you answer these, you will receive a couple of follow-up e-mails with some coaching advice on closing these gaps.