

ARCHITECT
OF
SUSTAINABLE
SALES
CULTURE

Reduce Wrong-Decision Cost in Sales

C-suite diagnostic
for repeatable
decisions

Symptoms & Cost

Why this matters

 Targets get revised, pressure rises — **structural issues remain.**

 SPIFFs & quota tweaks look “active” — **don’t scale.**

 Performance is treated as “personal” — **context is ignored.**

Result: Decision cost goes up, not sales.

The Structural Roots

What to standardise

KPI architecture:

strategy → behaviours → activities

Persona fit:

DM, User, Tech veto, Finance —
mapped to journey/objections

Incentives:

reward capacity behaviours, not
just wins

CRM discipline:

notes, next step, close date,
stakeholder map

Culture & Replication

Hidden impact

Erosion of **fairness & trust** →
KPIs/incentives lose credibility

Wins don't replicate →
intuition replaces evidence

Every quarter **restarts the learning curve**

Mini Case

Customer Story

Context: Mid-market B2B (200 FTE).
High variance across sales teams.

Before: Unclear stage exits; persona meetings not tracked; ad-hoc SPIFFs.

Intervention (6 weeks):

- 3-tier **Pipeline Framework & KPI Set**
- Tracked **persona meetings**
- Weekly **structured deal reviews**

After (Quarter-over-Quarter):

- **Win rate:** +5 pp
- **Sales cycle:** -15%
- **Forecast error ($\pm$):** -18%

Choose Your Next Step

Option A:

Get the 10-Question KPI Diagnostic (PDF)

Download after a short form

Option B:

Book a 30-min Mini-Diagnostic

*(KPI + personas + incentives
→ 1–2 actionable fixes)*

«Sales are not
the sum of
coincidences, but
the architecture
of decisions.»

7/14