

MAFSI Sample Sales Meeting Survey for Manufacturers

Get the most out of your next sales meeting!

In recognition of the time and money that you invest in national sales meetings, MAFSI has developed a tool to help **you have the most successful sales meeting ever!** By sending this survey to your reps before your next sales meeting, sales managers will gain valuable feedback, motivate their sales form and create a synergy among reps and principals.

Please Note: This information from the reps is gathered by MAFSI and is confidential. Only responses will be shared, not the respondent's name.

Competition**1. Who are our competitors?**

Who are our competitors?

2. Have our competitors changed since NAFEM '11?☐

Yes

☐

No

If yes, please specify impact of change

3. What are our top three product line gaps and which competitor fills these product line gaps better than we do?

1.

2.

3.

Product Offering**4. Are we seen as a strong market player in all of our product categories?**☐

Yes

☐

No

If no, why?

5. What is our weakest product offering?**6. What is our strongest product offering?**

7. What is the single biggest impediment to selling our product line?

8. What makes you want to represent and sell our product line?

9. What new products should we offer?

10. How can we improve our position in the market?

11. What would our dealers tell us to do with our product line?

12. How would you market our product line?

13. What product categories would you like to have more training?

Sales Management

14. Do our sales managers provide a value when spending time with you in the market place?



Yes

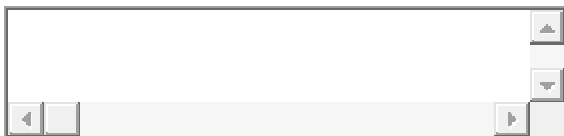


No

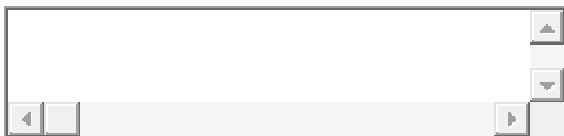
Please comment

15. What can your regional manager do better to help your business?

16. Is the reporting of numbers satisfactory? How frequently would you like them?

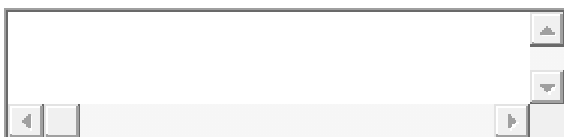


17. What business have we lost this year? Why?



Customer Service

18. What customer service duties could be improved?



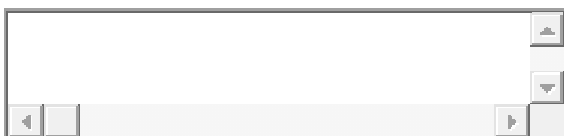
19. Please rate each topic below based on the action level required and then explain specific issues in the comments box below.

	Needs immediate action	Significant problem	Minor issue	Working well
Customer service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Product quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How can we improve?



20. Additional comments:



To sign up please visit www.mafsi.org/surveys-research or please contact us today at [\(404\) 214-9474](tel:4042149474) or info@mafsi.org.