

Agile Path

1	There are three organizational pieces of an Agile sales team: the standup, sprints, and the backlog - Your Team has all the pieces.	1
2	Sales campaigns are executed using Scrum with each Sprint having commitments, goals, and team accountability.	2
3	An Agile sales team requires a higher level of team engagement and accountability across team members; the Scrum method provides team-wide visibility into each work item.	3

The Backlog

1	The backlog are work items that need to be done but haven't yet been started; accounts that remain unworked are tagged as a backlog to the campaign in the CRM (or equivalent) for quick identification and sorting.	1
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The Sprint

1	For commissioned sales teams, the Scrum Sprint closely resembles a pay period or monthly quota system with specific goals for moving accounts forward through the sales pipeline.	2
2	At the end of each sales Sprint cycle, results are reviewed, adjustments made, and new goals set.	3

The Standup

1	Standup happens daily with a fixed time-box.	4
2	During the Scrum standup, each member of the team quickly identifies what they did the day before, what they'll be doing today, and what barriers they are encountering, to provide peer-to-peer accountability and group-wide visibility into challenges that may be occurring.	5
3	Sales teams are better able to move in the same direction through increased visibility into each others' sales process while sharing best practices and holding each other accountable.	1
4	The entire team (including leadership) has the right Agile training and a guided adjustment in perspective.	2
5	There are still opportunities to see performance improvements across the entire team in virtually every sales environment.	3

Notes : Asas