

Sales Culture Audit:



Is Your Team Set Up to Sell on Value, Not Price?

Uncover what's driving discounting in your sales team – and where to refocus your efforts to create a high-value, service-driven sales culture.

When salespeople default to discounting, it's rarely about price alone. Often, the issue lies deeper – in the culture, coaching, and expectations that shape how they sell. This audit tool is designed to help you assess your current sales environment and identify what's helping (or hindering) your team's ability to sell on value.

Use this as a self-assessment or team workshop guide. It will highlight blind spots, spark discussion, and set the foundation for real change.

Assessment

For each area below, rate your current approach on a scale of 1–5:

1 = Needs significant improvement

3 = Neutral or inconsistent

5 = Strong and well-supported

Mindset & Beliefs

Question	Score (1–5)	Notes/Actions
Do salespeople believe customers are willing to pay more for better service?		
Are reps confident in having value conversations without resorting to discounting?		
Does your team value long-term client outcomes over quick wins?		

Sales Culture Audit:

Sales Process & Messaging

Question	Score (1–5)	Notes/Actions
Is your sales process designed to uncover service expectations and past pain points?		
Do your pitch materials and sales tools highlight customer experience and service outcomes?		
Are case studies or testimonials used to demonstrate value beyond price?		

Coaching & Leadership Signals

Question	Score (1–5)	Notes/Actions
Are sales managers coaching reps on how to sell on value, not price?		
Are “value wins” (vs. “discount wins”) recognised and celebrated?		
Do your sales meetings reinforce the importance of service and trust?		

Sales Culture Audit:

Collaboration with Service Teams

Question	Score (1–5)	Notes/Actions
Do sales and service teams share information to ensure a smooth customer journey?		
Do reps understand how service is delivered and what makes it exceptional?		
Are service successes shared to reinforce the value proposition?		

Customer Feedback & Proof

Question	Score (1–5)	Notes/Actions
Is customer feedback collected and shared regularly with the sales team?		
Do salespeople use testimonials or stories to demonstrate service quality?		
Is there a system for capturing and circulating “above and beyond” service examples?		

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Next Steps

Once you've completed the audit:

1. Highlight Priority Areas: Focus first on low-scoring areas that most directly impact your team's ability to sell on value.
2. Start Small: Choose 1–2 behaviours or systems to improve in the next 30 days.
3. Share the Results: Use the audit with your team to open a discussion about how service can differentiate your offering.
4. Track Progress: Revisit the audit quarterly to measure improvement and reinforce a value-based sales culture.

Ready to Lead a Team That Sells on Value?

If you have found this audit useful, contact us to explore sales training and coaching solutions that turn service into your most powerful sales tool.



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