

7 MUST DO STEPS

to ensure your sales rep is
a high performer

By

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Sales Redefined

People often ask me, “How do I find a great sales person?”

On a daily basis, I see the same people not getting the best value out of their sales teams because they haven’t set them up for success.

Before hiring your next sales rep, here are 7 steps to follow:



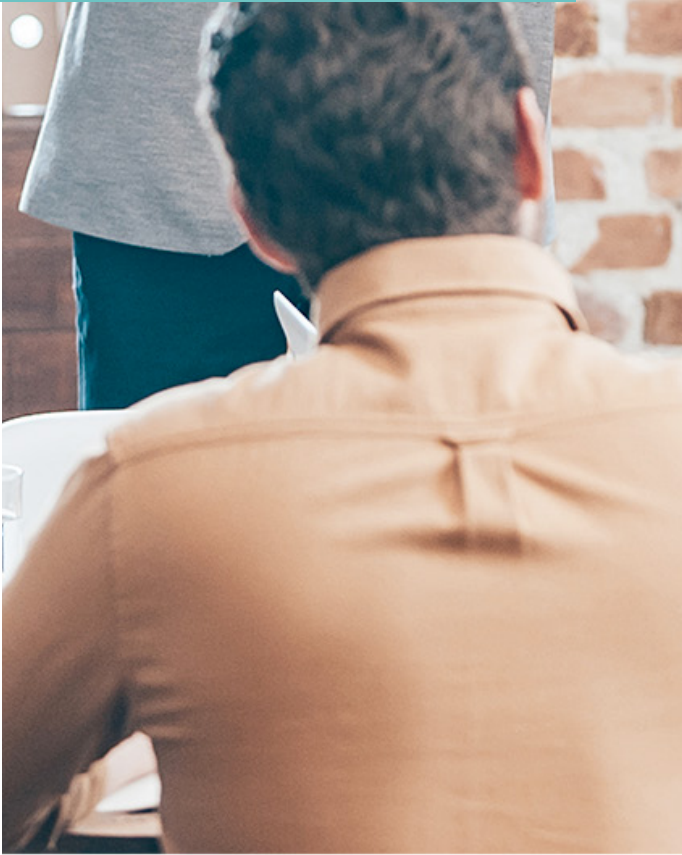
1

ARE YOU CRYSTAL CLEAR ON YOUR TARGET MARKET AND IDEAL CLIENT?

Begin by educating the new sales rep on who your target market is and your ideal client. This will give them criteria to assess new opportunities.

It must be clear, detailed and documented to help the sales rep avoid wasting time with low quality leads that do not convert.

A brief example would be, we assist \$5-\$7 million turnover healthcare businesses in Greater Sydney that typically experience the following challenges: A, B, and C. Our contact within this business is typically the marketing manager. We are most successful at winning business with clients that have the following criteria: A, B, C. Our “no clients” are D, E, F as this does not typically lead to successful engagements.



2

DOES YOUR VALUE PROPOSITION RESONATE WITH YOUR TARGET MARKET?

Educate the sales rep on how you help clients, what results you achieve, why clients should work with your business and how you’re different from competitors. Document these details clearly in your comprehensive sales guide.

Ensure you have a strong value proposition that resonates with your target market and differentiates you from the competition. This proposition will help the sales rep add value to your business immediately.

3

WHAT IS YOUR SALES PROCESS?

A strong and high converting sales process will ensure success. It needs to be scalable and repeatable. This also ensures more consistent performance across multiple sales reps. It is important to document and constantly try to optimise your sales process.

Think about McDonalds for a moment, they clearly understood their process which was successfully delivering results and therefore were able to repeat this globally by documenting and educating new franchises on the McDonalds methodology.

The process should include factors such as:

- » Prospecting strategies
- » Lead generation
- » Qualification criteria
- » Internal processes
- » Nurturing process
- » Conversion strategies
- » Forecasting
- » Sales cycles
- » Implementation/ execution process
- » Referral process
- » Client satisfaction
- » Marketing activities

These are just some of the sales processes that need to be documented. Do not let this delay you, this should be a working document that is continuously refined and improved.



4

FINDING THE RIGHT HIRE

Great sales reps are like unicorns, hard to come by!

They know their market value and will be an expensive hire. This can be the right decision for some businesses, but not an option for most.

Most small to medium sized businesses have great success by hiring someone junior and 'green', but switched on and easy to coach.

The trade-off is that you will need to invest in their training and development to turn them into a rockstar!

With the right training, I've seen some superstar reps emerge.

To find the right candidate, start by leveraging your network. Depending on your industry, advertising on career websites such as Seek and LinkedIn are also good starting points.

When searching for candidates try to broaden the net (location, salary) to help you find the right person for your business.





5

SETTING TARGETS AND COMMISSION

The behaviour of your sales rep will be strongly influenced by their compensation. It is critical to set realistic sales targets with stretch goals. A good starting point is to look at last year's monthly results and add growth. This growth target needs to respect market conditions and your opportunity pipeline.

The next step is to define how you will structure commission. Most sales reps are on a combination of base salary + commission. The other option is salary + bonus structure.

If you want the sales rep to focus on a particular product/service or segment of the market it is important to be specific in the documented sales plan. For example, if you want to drive sales of a new offering you may offer an additional bonus on that product/service. Or to drive new business you may have a bonus for securing new clients.

Whilst targets and commission are critical components, financial motivators are not the only motivation for sales reps. Recognition, development opportunities and culture are also important to consider.

6

ON BOARDING AND EDUCATION

Many businesses hire a new sales rep and expect them to succeed with minimal to no on boarding or training. This approach is doomed for failure!

It is critical that the sales rep understands how the business works and what makes it successful. Ensure they spend time in your office, with different team members to understand all parts of the business. Most importantly, have them learn the ropes by shadowing you and/or existing employees to client meetings.

Provide the sales rep with the documented “comprehensive sales guide” we previously mentioned and review this document with them to address any questions.

Sales is the lifeline of your business so it is important to continue to invest in the development and education of the sales rep, particularly if you have taken on someone more junior who needs training



7

WEEKLY REVIEWS

Once the sales rep is trained and ready to hit the road, it is important to schedule weekly reviews. During the review you can get feedback as to how the rep is performing, identify what training they need and step in to support them with high potential opportunities.

As the sales rep becomes more established the weekly review will turn into a forecasting meeting to understand the opportunities they are working on, what revenue they will deliver and when. This can also be supported by using a CRM (Customer Relationship Management) system to record forecasting.

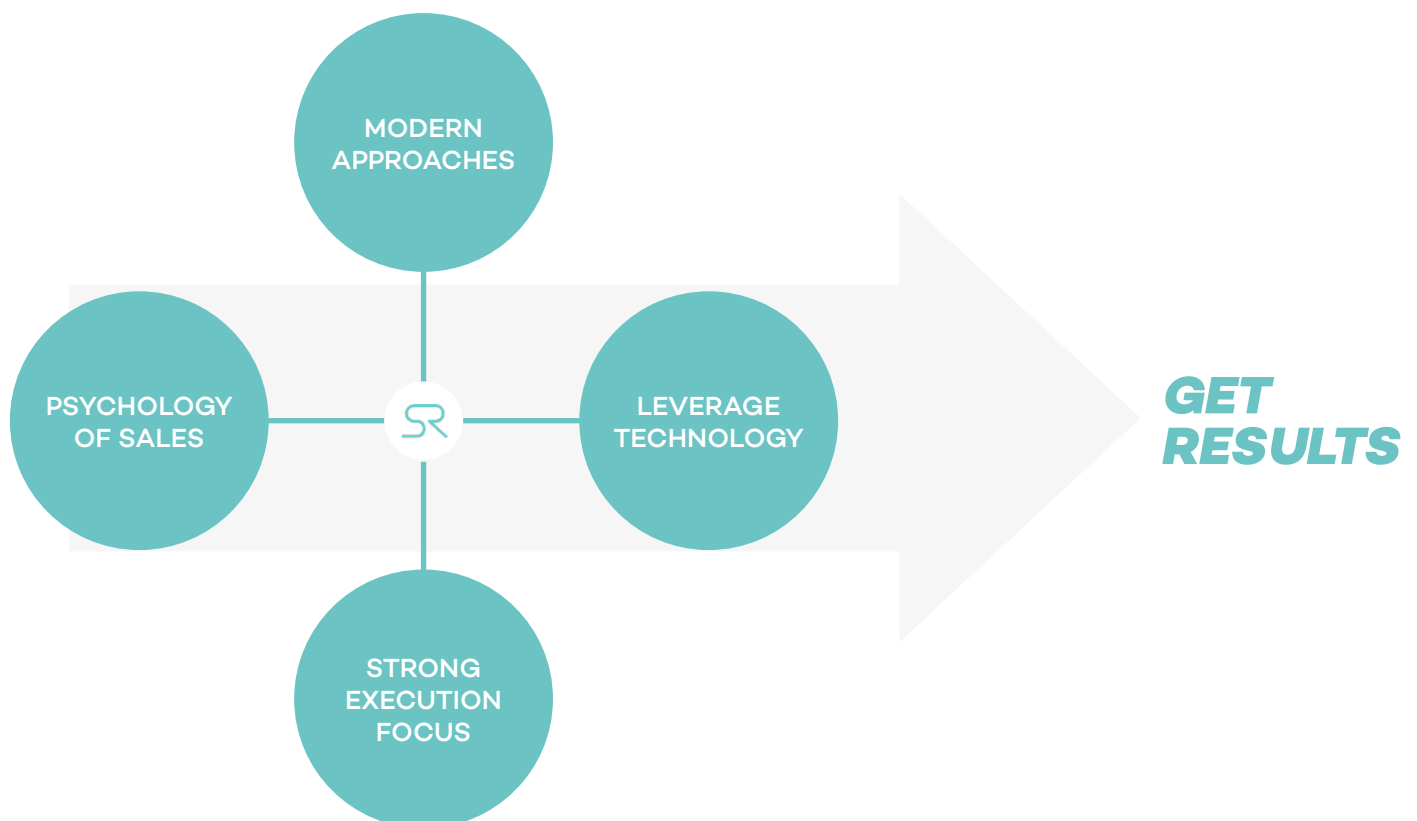
Sticking to these weekly reviews will enable you to support the sales rep, quickly recognise any performance issues and identify ongoing training requirements.

About Sales Redefined

Sales Redefined works with motivated businesses to increase sales and achieve high growth. We are focussed on being practical and results orientated. We are a small team of highly experienced mentors that work collaboratively with our clients to build a high converting sales process for your business.

SALES REDEFINED IN A NUTSHELL:

- » It's results that matter, let's make it practical and make it happen.
- » We combine both tactical and strategic approaches to get results.
- » We leverage proven modern science, technologies and techniques so our clients don't get left behind.
- » We build repeatable and scalable sales processes to remove complexity.
- » We help our clients to achieve profitable and sustainable sales growth.
- » Everything we do is tailored to our clients needs to ensure we meet their desired outcomes.



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“I engaged Sales Redefined for sales strategy and execution for my business. Within a few days they had outlined a sales strategy and within a week we had begun executing on the actions. They have an ability to translate business goals into actionable activities. Rather than focus on the theories of selling, their approach is tactical and results orientated. I would recommend Sales Redefined to businesses looking to increase sales.”

MONICA BREWER
CEO SHE BUSINESS

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“Abbie completed a short term project with my team developing the approach as to how we undertake business development leading several business development activities. Abbie has a strong sales and business development background and through her ability to coach and develop others was able to uplift the capability of those with who she worked. Abbie is passionate and enthusiastic and this comes through in how she approaches her work!”

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