
Supporting the recruitment of a new Sales person

One of the biggest challenges that an SME business owner faces is taking on a sales person to grow their business further. This process is difficult both from a management perspective, creating realistic target and KPIs to ensure expectations are set and managed. It is also hard to know what tools to create so the sales person is able to get to work immediately, having a segmented database a sales process and an action plan as well as point of sales materials such as brochures and case studies.

We can help you ensure that your new sales person hits the ground running by creating a set of tools that they will need in order to approach the market place quicker. Our proposal also allows for creating clear management tools to make your life easier. Here are the packages we offer;

1. Basic Tools and system creation:

- Creating a sales process
- Devising KPIs, targets and detailed monthly action plan
- Review target markets to create specific segments for database
- Review CRM function and functionality if applicable
- Review databases to streamline and segment

2. Point of sales materials review and creation:

- Creating cases studies if applicable
- Writing scripts/ questions for sales calls
- Creating Campaign plan based on target markets definitions
- Review current materials to update brochures and company information

3. Sales person training and support:

- Linked In and new business development training (specific topics to be agreed)
- Weekly conversations with the AM to ensure they are on track and offer additional support
- Monthly review of action plan with management to ensure all moving in the right direction

