

# Sales Team OUTSOURCING



## THIS IS THE FUTURE OF SALES!

We are committed to the long term success of your business. We consider you a partner. We succeed when you succeed. We win when you win. All of our activities, efforts and resources are dedicated to the long-term success and prosperity of your business.

**We don't take short cuts and we don't compromise.** We do things the right way. You will see that dedication evidenced in the caliber of individuals we hire; the quality of the training programs and materials we produce; and level of communication and support we deliver. For the team and the individual, we are committed to providing all the tools they need to succeed in a challenging and competitive sales environment.

In short, when it comes to sales outsourcing, *"It's All About Results!"*

Our mission is to make sure you get the sales team you have always desired and more importantly, the results you need to exceed every goal and aspiration you might have. We are driven to make sure that your investment is the best financial decision your company will ever make.

As we step in to take over the building and development of our client's sales team we want make sure they know that we will be hiring individuals who meet the strictest quality standards in the industry. We make sure they have the necessary skills, traits, education, experience and qualifications to properly represent their company and provide their clients with a superb buying experience.

We work closely with our clients to ensure that each member of their sales team represents their company with the highest level of enthusiasm, respect and

professionalism. Building a team of this caliber is a process, and it won't happen overnight.

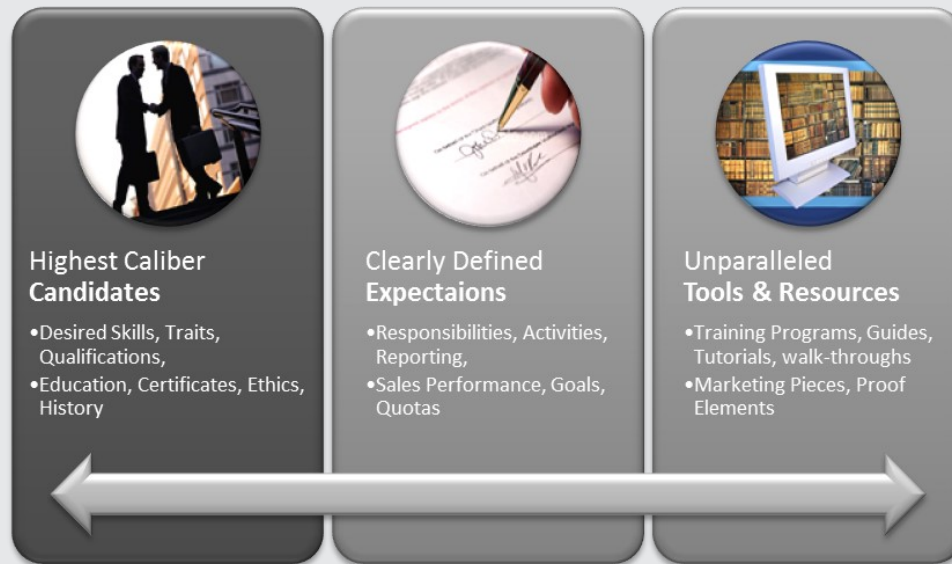
We value a highly structured and organized sales program. Here's a general overview of the process before we start selling:

1. Recruiting & Hiring Sales Team
2. Prepare Support Tools & Resources
3. Meet Your New Sales Team
4. Training & Orientation
5. Launch
6. Sales Team Development



## SETTING UP A SALES TEAM

In order to hit the goals we are after, our first priority is to set up your sales team. Immediately after reaching a contractual agreement, we expect to begin the recruiting and hiring process. We strive to put together a strong and capable team to handle all the sales your company currently needs with the flexibility to grow to handle future needs. We realize that at the end of the day sales comes down to one sales representative, one customer, and a few critical moments. All of our energies are dedicated to making sure that we have the right people in the right positions with the right tools. That way, when those critical moments come, the results are spectacular!



We make sure that each member of your sales team understands their responsibilities and has the necessary tools to do their job in the most effective manner possible.

## STRUCTURE OF THE SALES TEAM

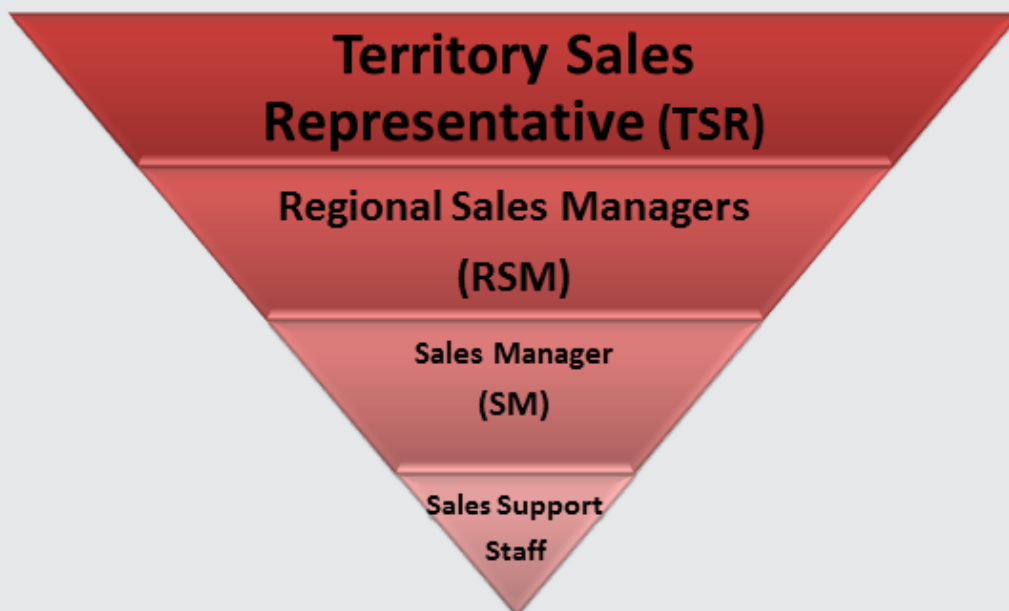
We believe in hiring strong leaders who motivate and inspire their teams to greatness. We put special care into the selection of each person who will become a member or manager of your sales team.

**Sales Manager (SM)** – Leads the sales team and works closely with the leaders of your company and the Sales Support Staff to make sure that the product/service is being represented properly and the sales team has the tools they need to be successful. The SM will help oversee the hiring of sales managers and representatives as well as reporting sales. The SM manages the program to make sure that goals are met and sales are flowing as needed.

**Regional Sales Manager(s) (RSM if required)** – This position may or may not be required depending on the size and structure of the team. RSMs are selling managers. They are responsible for leading the team in the trenches. They set the pace for sales in the field and provide the one-on-one training that ensures each member of their regional team has the tools needed to succeed.

**Territory Sales Representative(s) (TSR)** – The foot soldiers of the sales program. They are responsible for generating leads, building relationships and closing sales in a defined territory.

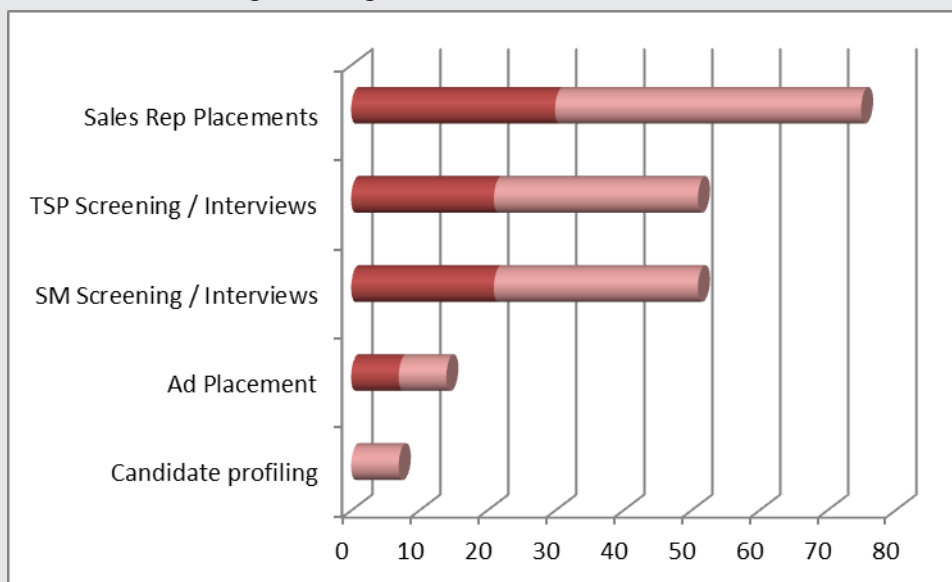
**Sales Management Support Staff** – Our professional Sales Directors will support the Sales Manager on a regular basis to make sure they have the tools they need to function properly. Additionally, we can provide Sales Trainers, Marketers, and other support (*"Ask About Our Exciting Optional Services Programs"*).



You may notice that the previous chart looks upside down. That is by design. We believe that leadership means service. Sales Managers serve the needs of the Regional Sales Managers. Regional Sales Managers serve the needs of the Territory Sales Representatives. Their success within the company is dependent upon their ability to make sure the people they support and serve are successful.

#### **Timeline for building your team**

Although each company and industry is different we typically have the sales team in place within eight (8) weeks. This depends on various factors including: targeted team size, credentials, market conditions, and (most importantly) the attractiveness of your offering. This allows time to recruit and hire the team and have them fully prepared to begin your company's training program. The following chart illustrates a "typical" sales team recruiting and hiring timeline:



**Begin Date**

**Ready for Sales**

#### **RECRUITING**

Recruiting the right sales team is an exciting challenge. **We work with you to profile the ideal candidates to represent your product/service.** We know you are passionate about your company and an expert in your industry. We want to utilize that knowledge and energy to identify the right people for the job. We'll combine that information with our knowledge of sales to find individuals who are

an ideal match to join your sales team.

**We partner with you to write recruiting ads that capture the magic of working for your company.** We want each candidate to be excited for the opportunity of joining a fantastic organization like yours. The same principles that apply to marketing for new clients apply to bringing in top sales and management talent. It is critical to know the target audience and to understand what makes them tick. The ads must speak to their needs, their wants, their fears, and their hot-buttons. When properly written and placed, these ads capture the attention of the right individuals, make a compelling argument and provide powerful proof elements. Most importantly they give the right candidate a reason to take the next step.



## The Right People Make All the Difference

We showcase the advantages of working with you, without representing the opportunity as anything other than what it is. There is NO NEED to fabricate. There are plenty of people out there who will be a FANTASTIC fit to sell your product. We make the opportunity as attractive as possible for THE RIGHT PERSON. If you provide a unique offering that your competition can't touch, we'll say it! If there is a legitimate opportunity for the right rep to make six figures and move into management in the first year, we'll say it! If those opportunities don't exist, we'll find other advantages to highlight.

We are never afraid to tell candidates what the job is NOT and what circumstances would make this less than a perfect fit. Often our ads will contain verbiage such as; "If you can sell, you'll make a killing. If not, this isn't the job for you."

### INTERVIEWING

Our goals while interviewing are simple, yet profoundly important to the success of your team:

1. Identify the right people.
2. Help the right candidates see the opportunity.
3. Set the proper expectations.



Let's take a closer look at each of our goals:

#### **1. Identify the right people.**

After we have profiled the ideal candidate, identifying all of the skills, traits and qualifications necessary to effectively represent your product, we couple that information with what we typically look for in terms of sales ability and use the combination as the measuring stick for each person we interview.

We know salespeople. We know what separates the performers from the pretenders. We also understand that at the end of the day we want people who can close sales, build relationships and give your clients a fantastic experience in the process. The ideal candidates are out there. We make sure to find them and get them on your team.

Our interviewers are some of the absolute best in the industry and our process is one of the most effective on the market. We systematically eliminate applicants who would not be a good fit for the position. This allows us to select the right candidates based on specific criteria rather than “feel”.

## **2. Help Them See the Opportunity**

Good salespeople are interviewing you just as much as you are interviewing them. They have other options. They know they can perform, and they want a situation that will allow their abilities to flourish. They want a company they can be proud of, and an opportunity that excites them.

**One of the first and most important achievements New Paradigm will make  
is selling each and every rep on the exciting opportunity  
of representing your company.**

We make sure they see just how great it can be. We get them excited about your industry, your company, your offering and your unique advantages. We have proven time and again the simple philosophy, *“sell the reps, and they’ll move heaven and earth to sell the product.”*

## **3. Set the Expectations**

Expectations set properly at the very beginning will last through almost anything. Too many companies make the mistake of painting a rosy picture of what life in their organization is like only to have new hires become disappointed to find that the reality of the job is not nearly as glamorous as they were lead to believe.

It is much better to let them know about the brutal realities right up front. We set the expectations in terms of activities, workload, hours, responsibilities, etc. If they are expected to get out and make sales calls by day three, we let them know it in the interview. If they will be responsible for generating their own leads, we let them know it.

We make sure that the expectations of each new hire and the realities of the job are a perfect match. We would much rather have each rep know what is expected and choose not to join us than to hire on with the wrong expectations. Not every job is a match for everyone. We’re after the right people who will be excited about the opportunity as it is. For some, **the opportunity of selling your products/services is EXACTLY what they have been waiting for.**

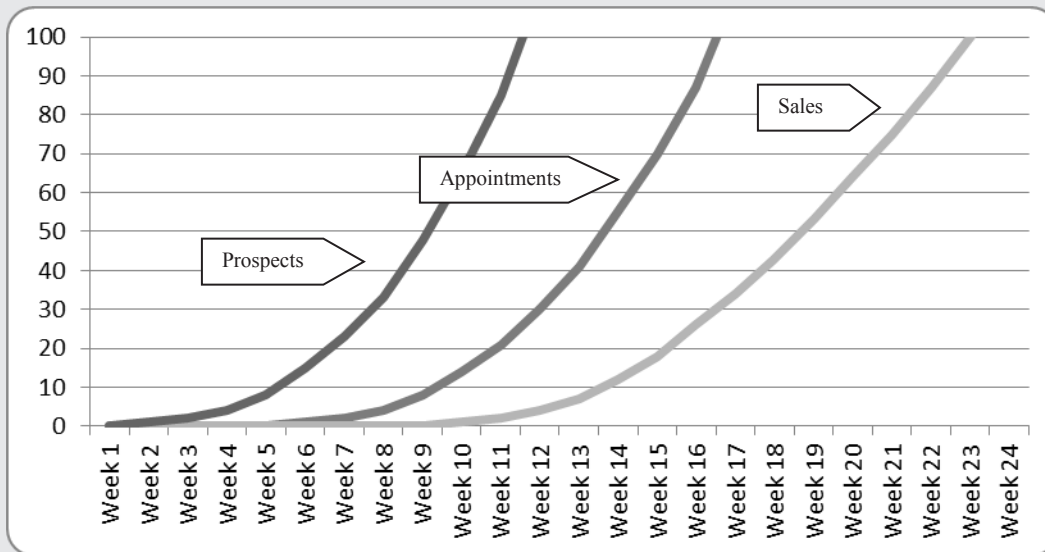
Once the team has been hired, it’s time for you to put them to work...

## **HOW QUICKLY CAN I EXPECT TO SEE RESULTS**

Generating sales is a process and not an overnight event. While we strive to drive your team to close sales immediately, building a solid sales foundation takes a little time. In a typical scenario, we anticipate sales starting to take off 3 months after the sales team begins selling your product and/or service. Again, this depends on the product or service being sold, in some cases this can happen sooner!

After the initial sales training process, their sales activities begin by finding prospects and setting up appointments. These will be the primary foci for the first weeks of the sales process. As the prospect pools grow, appointments become more common. As the number of appointments grows and salespeople become more confident, closed sales begin to follow.





## SALES METRICS

We focus on 4 key metrics to help us direct our resources and forecast sales:

**Activities** – the first priority for your sales team is to execute on the activities that lead to sales. This includes proper study and preparation, but most importantly getting out and making contacts. Too many salespeople wait for sales to come to them. We make sure our guys go out and grab them by the horns.

**Prospects**– Our reps target potential clients who are an ideal match for [Company Name]. We make sure they are armed with the skills to position your product as an exciting and compelling choice.

**Appointments** – This is where it all comes together. We can't guarantee that everyone the reps talk to will buy, but we can guarantee that the reps will have every tool they need to showcase the advantages of doing business with you and position your product as the obvious choice to meet their needs.

**Sales** – The most important metric of all. At the end of the day everything has been leading up to closed deals. All the training, all the resources, all the support is focused on the goal of getting quality sales and gaining happy clients.



Once the sale is complete, activities for new sales start again immediately. One of the first activities after a new sale is to try to generate more leads out of the sale. Do they know any other company or firm that could also benefit from using the product? Is there anyone that they personally know that might be interested?

## TRAINING THE SALES TEAM

No one provides more impactful, results-driven training than JBD Consulting and our Sales Development partner, New Paradigm. We are dedicated to your success AND the success of each member of the sales team. Our courses are designed around the simple goals of creating more effective salespeople, a better client experience and more income for everyone. We will continually work with your sales team to ensure that they are productive and efficient. We utilize a wide range of award winning training tools, including:

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### National Sales Call (Daily)

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Each day we bring the sales team together for a National Daily Sales Call. We encourage the key personnel from your company to participate actively in these calls so they can get to know the team and, more importantly, so the team can get to know them. The team needs that. They need to be able to see the wizards behind the curtain. We record each conference and post it on the internal resource page for review. This call serves several purposes including:

- ◆ **Information:** Daily source of important updates. This becomes the forum for company and industry news and changes to any policies, offerings, services or promotions.
- ◆ **Motivation** – Keeping a sales team excited is a full-time job. The National Call is an excellent way to make sure they begin every day on a high note. We confirm their belief in the company and get them pumped up about closing the next deal, making more money, winning the next competition, etc.
- ◆ **Unity** – Since the sales team will be working remotely and operating independently to some extent, this call helps them feel to a part of something bigger than just their own territory and activities.
- ◆ **Training** – Each day the team will be instructed on how to become better salespeople, more effectively serve the needs of their clients and make more money for themselves and their company.

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### New Hire Orientation

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Beginnings are critical. We make sure that each new member of the team gets off to the best start possible. In this training we help new recruits develop the skills they will need to effectively sell your product. We help them see through the eyes of the prospective client. This gives even the greenest new salesperson the ability help clients see why doing business with you is the right choice. We cover everything from product advantages to the sales process to building lasting relationships. At the end of this training each rep has all the basic tools to begin selling. New Hire Orientations are posted online to be reviewed again and again until the information is mastered.

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### Management Training

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“As goes the helm, so goes the ship.” The old nautical saying is true for sales leadership as well. Good regional managers run productive regions, period. We use every resource at our disposal to arm them with the tools they need to effectively lead a team of salespeople. We teach the philosophy of “Management by Exception”, a strategy that requires heavy training and a close relationship especially in the early going, but allows a manager to give his people more and more freedom as they prove themselves. This also allows a manager to focus on what is truly important to move sales forward.

## **“You can’t give what you don’t have and you can’t teach what you don’t know.”**

Your Sales Managers will be “selling managers”. They will lead by example and teach from experience. We seek out individuals who have natural leadership and sales ability and an impeccable record of leading teams too success, and then arm them with the tools to help each member of their team reach his/her full potential.

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### **Sales Training Courses**

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We bring our extensive training library and decades of sales training experience to bear to make sure each member of your team has the skills and know-how to sell at the highest level possible. We customize all materials to hit the hot-buttons of your clients and showcase the advantages of doing business with your company.

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### **One-On-One Training & Coaching**

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As needed, one on one training and coaching will be provided to keep each member of the team on track and closing sales. These trainings will be adapted based on the needs and circumstances of the individual.

#### **Management Training Modules**

Leadership

The Success Formula

Management by Exception

Management Fundamentals

Setting Expectations

Holding Your Team Accountable

Effective Communications

Teamwork

Time Management

Delegation

Proactive Leadership

Setting the Example

Setting the Pace ...

#### **Sales Training Courses**

##### **Series One: Preparing for Success**

Module 1: Know Your Resources

Module 2: Putting Together Your “Choir Book”

Module 3: Begin Mastering the Sales Process

Module 4: Your Company Advantages

Module 5: “As a Man Believeth, So Is He”

Module 6: Practice, Practice, Practice

##### **Series Two: Effective Prospecting**

Module 1: Your Marketing Tools

Module 2: Finding the Right Prospective Clients

Module 3: The Right Tool for the Job

Module 4: Willing but Unable vs. Able but Unwilling

Module 5: Be an asset, not a sales rep

Module 6: Not Just a Numbers Game, THE Numbers Game.

##### **Series Three: The Life of a Lead**

Module 1: First Contact

Module 2: Nurturing the Field

Module 3: Know Your Objectives ...



## RESOURCE CENTER

Providing support materials for the sales team is critical. You want the sales team to have every reason to succeed and to provide the customer with the proper information about your product or service. Educating the sales team and the customer helps increase sales while preventing product or “terms of sale” confusion. The worst possible scenario is to close a big sale and find out that the customer doesn’t completely understand the terms or the product. This can lead to unhappy clients and even lost sales. The good news is that this is entirely preventable.

The best way to avoid these problems is to provide the sales team with a resource center to give them 24/7 access to critical information. The resource center will include links for sales training documents, instructional videos, marketing slicks, comparison charts, industry statistics and other helpful materials. All these resources help the sales team to close sales and better understand the product or service for the customer. You want to give the sales team every reason to succeed and every opportunity to do well. Providing the right support materials helps ensure that they will be successful .

We will provide a wide array of trainings, tutorials, videos and documents to add to the resource materials. We will work with you to identify what materials you will need to provide to make sure the team has all the information and support tools it may need. The resource center will be updated on a continual basis to keep new information coming to all the reps.

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### Sales Guides

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We create comprehensive sales guides to cover each step in the sales process. This ensures that each rep has the necessary tools to deliver the best possible buying experience for your clients. Each step is thoroughly outlined and designed to flow naturally as part of the conversation. When used properly the guide will ensure that each member of the sales team creates a superb first impression, helps the client feel comfortable, takes time to thoroughly understand their situation and needs, discovers the pain points, creates a sense of urgency, educates them on the advantages of your company and positions your service as the obvious choice to do business with. When that happens, closing sales is a piece of cake. The guide will also walk them through closing techniques and how to overcome any objections that may surface.

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### Product or Service Instruction Manuals

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Instruction manuals are extremely helpful for the sales team to better understand the value of your product or service solution. The sooner these complete guides can be made available to the sales team, the better!

### *Items that should be found in the resource center:*

- ◆ Training Videos
- ◆ Tutorials
- ◆ Sales Guides
- ◆ Presentations
- ◆ Common Objections
- ◆ Pricing Sheets
- ◆ Sign Up Forms
- ◆ Company Overview
- ◆ FAQ How It Works Descriptors
- ◆ It Works Descriptors
- ◆ Email Templates
- ◆ Brochures ...



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### Instructional Videos

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If you have made any instructional videos on your services these make for great tools for the sales team. If you have not made any videos on your service or product, we strongly advise you to consider making them, and we will assist you in that process.

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### Elevator Pitches

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Having a strong elevator pitch is critical to the success of your business or product. Knowing how to describe your product or service in a concise and appealing way that leaves the audience wanting more can be key to making sales. Your company should have a strong elevator pitch.

This elevator pitch will be provided for the sales team to use in their sales approach to future customers and clients. We will make sure that it is slick – and update it regularly so it never gets stale. A good 60 second sales pitch can sell a product, but just as easily as it can sell a product, a poor sales pitch can lose a sale as well.

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### E-Mail Templates

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Email templates will be used by the sales team to sell potential clients on your product. We suggest providing these templates in your resource center page on your website. This gives the sales team easy access to them when needed.

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### Marketing Pieces

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Provide as many marketing pieces that you can to further help the sales team. These pieces might include items such as:

- ◆ eNewsletters
- ◆ Sales Presentation Documents
- ◆ Pricing Sheets and Comparison Tools
- ◆ Marketing Slicks and Special Offers
- ◆ Elevator Pitches
- ◆ Client Discovery Questions
- ◆ Industry Data

## **ITEMS WE WILL NEED FROM YOU!**

### PROOF ELEMENTS

With any sales team, the easiest way to close a sale is to show the person buying the service or product how they will directly benefit. We call these items proof elements. Proof elements help the sales reps quickly and easily identify why the customer should buy the product. Essentially, they want to be able to show the customer that by NOT using your product or service, they would lose out.

Think of each member of the sales team as an attorney, YOUR attorney. Your product is on trial and each prospect is the jury. What evidence can you arm them with to prove beyond a shadow of a doubt that you are the right choice to do business with?

### GOALS

We highly value the goal established for the sales team; therefore, we will work with you to set goals for what your business would like to see during the first Qtr., 1st year, etc. Where do you envision your company going with a strong sales growth curve? At this point new doors are about to open up for your business and we will make sure our sales team understands how to make your goals a reality.

### PRODUCT INFORMATION

Simply put, we will need to know what we're selling, inside and out. The sales team needs to know as much information about the product or service as possible. This will help them more effectively close sales. Examples of items that will help the sales team understand your product or services are:

- ◆ Product Description manuals (PDF)
- ◆ Any product information, marketing pieces and sales information already available
- ◆ Any information about the competition and how the product compares to other products or services currently on the market

### MAKE SURE YOUR BUSINESS IS READY

Anything that slows the momentum of sales for even a moment has to be taken very seriously. Too many companies take a "that's a good problem to have" mentality with issues such as staffing, merchant accounts maximums, product delivery, customer service, etc. It may take a little while for sales to start flooding in, but once that flood begins, it is critical that all departments of the company are ready to handle the increase in business. It won't come overnight, so there's no need to panic, but a significant increase in business is about to come your way.

Some things to consider for your business growth curve:

- ◆ Merchant Services – are you ready to handle the increased sales and will your merchant services support it?
- ◆ Internal Staffing – do you have the staff to handle a large increase in sales?
- ◆ Internal Website (resources page) – see above for resources page, but this is critical
- ◆ Marketing Materials – are they ready, do we have enough?

**Give us the chance to give you the experience!**

### Sales Training Courses

- ◆ Cases Studies
- ◆ Testimonials
- ◆ Industry Statistics
- ◆ Comparison Charts
- ◆ Guarantees
- ◆ Risk-Reversals
- ◆ Etc...

*These types of proof elements help the sales team quickly and effectively illustrate why the customer should buy the product and what the return on investment will be.*

CONTACT US FOR INVESTMENT PRICES FOR THE OUTSOURCING AND SALES INFRASTRUCTURE SERVICE



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