

Help!

“I’m Done Managing My Sales Team. Any Ideas?”

Yes. The Answer Guide for
CEO/Owners



Describe all the main responsibilities of a small business CEO/Owner

A small business CEO/Owner carries a multitude of responsibilities that are crucial for the success and growth of the organization. One of the primary duties of a small business CEO/Owner is to develop and implement the overall business strategy, which includes defining the company's mission, vision, and values, as well as setting short and long-term goals.

As the top executive, the CEO/Owner also oversees the financial health of the business by monitoring revenues, expenses, and profitability. They work closely with the finance team to establish budgets, financial forecasts, and ensure the business remains fiscally responsible.

Another significant responsibility for a small business CEO/Owner is to manage human resources. This involves hiring, training, and retaining the right employees, as well as fostering a positive work environment and maintaining open lines of communication with team members. Additionally, the CEO/Owner is responsible for setting the company's culture and ensuring it aligns with the overall business objectives.

The CEO/Owner is also in charge of managing the company's operations, including creating efficient systems and processes, ensuring the quality of products or services, and implementing risk management strategies. They must continuously evaluate the company's performance and make necessary adjustments to improve productivity and efficiency.

Furthermore, a small business CEO/Owner must focus on marketing and sales to drive business growth. They are responsible for creating and executing marketing strategies, developing sales pipelines, and nurturing customer relationships to generate new leads and increase revenue.

In addition to these responsibilities, the CEO/Owner must stay informed about the latest industry trends, technological advancements, and market developments that may impact the business. This helps them make informed decisions and identify potential opportunities or threats.

Finally, the CEO/Owner is responsible for building and maintaining strong relationships with various stakeholders, such as investors, partners, suppliers, and regulators. These relationships are crucial for securing funding, creating strategic partnerships, and ensuring the business operates in compliance with relevant laws and regulations.

Overall, the small business CEO/Owner is the driving force behind the company's success, responsible for leading the organization towards growth and profitability while navigating the challenges and complexities that come with running a business.

With all the responsibilities of a small business CEO/Owner, what are the pitfalls of doing too many things

Taking on too many responsibilities as a small business CEO/Owner can lead to several pitfalls that could hinder the overall success and growth of the organization. One major pitfall is the risk of burnout. With a heavy workload and the pressure to excel in every aspect of the business, the CEO/Owner may experience physical and emotional exhaustion, which can negatively impact their decision-making, creativity, and overall performance.

Another pitfall is the lack of focus on the most critical tasks and priorities. When a CEO/Owner tries to do everything, they may spread themselves too thin and fail to allocate sufficient time and resources to the areas that have the most significant impact on the business. This could result in missed opportunities, delayed projects, or failure to achieve strategic objectives.

Moreover, attempting to handle too many tasks can lead to poor delegation and micromanagement. A CEO/Owner who is unwilling to delegate responsibilities and trust their team may inadvertently create a disempowered work environment, stifling creativity and innovation. This may also lead to low employee morale and a lack of motivation, as team members feel undervalued and underutilized.

Additionally, when a CEO/Owner is overly focused on managing every detail, they may overlook the strategic, big-picture perspective that is essential for long-term business success. Failing to monitor industry trends, assess potential risks, and adapt to changes in the market could leave the company vulnerable to competitive threats and diminished growth prospects.

Lastly, taking on too many responsibilities can negatively affect a CEO/Owner's work-life balance. The excessive demands on their time may lead to personal sacrifices, strained relationships, and a diminished quality of life. Over time, these consequences can further exacerbate burnout and decrease the CEO/Owner's effectiveness in their role.

To avoid these pitfalls, small business CEO/Owners must learn to prioritize, delegate, and strike a balance between their professional and personal lives. This approach will enable them to lead their organizations effectively while fostering a healthy work environment and promoting long-term success.



Describe scenarios on what occurs at a small business if a CEO/Owner was responsible for the sales function

If a CEO/Owner of a small business takes on the responsibility for the sales function, several scenarios may unfold, depending on the skills, expertise, and time management of the CEO/Owner. In a positive scenario, the CEO/Owner's deep understanding of the company's products or services, vision, and unique selling points may result in effective sales strategies, tailored messaging, and stronger customer connections. Their commitment to the company's success can drive the sales team to perform at their best, ultimately leading to increased revenue and growth for the business.

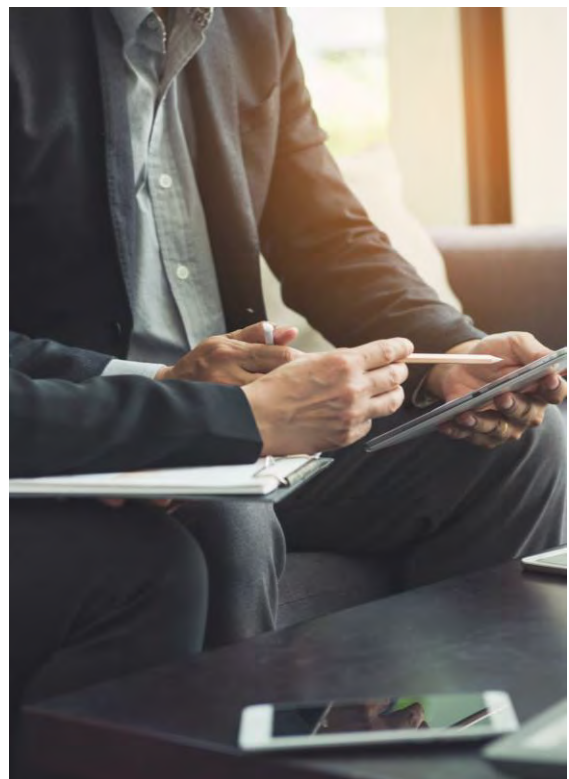
However, there are potential challenges that can arise when a CEO/Owner handles the sales function directly. One possible scenario is that the CEO/Owner may lack the necessary sales expertise or experience, leading to suboptimal sales strategies and poor execution. This could result in missed sales targets, frustrated customers, and stunted business growth.

Another scenario is that the CEO/Owner becomes too consumed by sales-related tasks, causing them to neglect other critical aspects of the business, such as operations, finance, or human resources management. This imbalance may lead to operational inefficiencies, financial instability, or a decline in employee morale and productivity.

Furthermore, a CEO/Owner focusing primarily on sales may inadvertently create a sales-driven culture, overshadowing other essential aspects of the business, such as product development, customer support, or marketing. This unbalanced emphasis on sales could harm the company's long-term sustainability and reputation.

In addition, the CEO/Owner's involvement in sales might prevent the development of a strong sales team. Instead of empowering and guiding the team, the CEO/Owner may become too hands-on and inadvertently stifle the growth of sales professionals within the organization. This could lead to high employee turnover and a lack of skilled salespeople to sustain the business in the long run.

In conclusion, while a CEO/Owner taking responsibility for the sales function can potentially yield positive results, it is essential to consider the potential risks and challenges that may arise. Balancing sales-related tasks with other critical business functions and developing a competent sales team are crucial for a small business's long-term success.



Why is it so hard for a CEO/Owner to manage a sales team and have them drive more revenue?

Managing a sales team to drive more revenue can be a complex and challenging task for a CEO/Owner, particularly in the fast-paced and ever-changing business landscape.

Picture a CEO/Owner, standing at the helm of a ship on turbulent seas, steering towards a distant horizon where success awaits. The sales team is the heart of this ship, the engine that powers it forward, and every beat is a pulse that resonates with the CEO/Owner's own heart.

Managing this engine, this vital force, is a dance on a tightrope. The dreams of the company, the livelihood of its employees, the hopes of its stakeholders, they all hang in the balance. And the CEO/Owner feels it all, the weight of responsibility, the thrill of success, the agony of failure.

Every target is more than a number; it's a challenge, a mountain to climb. Too steep, and the climb becomes a struggle, a draining effort that saps the strength and spirit of the sales team. Too gentle, and the climb lacks excitement, the challenge that ignites passion and drive. Striking that perfect balance, finding that sweet spot that inspires without overwhelming, is an art that requires wisdom, empathy, and a profound understanding of the human soul.

The marketplace is a battlefield, and the rules change by the day. Competitors emerge from shadows, customers' desires shift like the wind, and economic currents ebb and flow. Adapting, reacting, keeping the course when everything around you is in flux, that's the relentless challenge that haunts the CEO/Owner's every waking moment.

And then there's the team itself, the people whose eyes reflect trust and expectation. They're not just employees; they're fellow travelers on this journey. Understanding them, motivating them, guiding them without stifling their creativity, it's a delicate dance that requires grace and a gentle touch.

Resources are never enough, and the CEO/Owner feels the pinch, the ache of knowing that more could be done, if only. Training, tools, incentives, they all require investment, and every decision is a gamble, a bet on the future, a hope that the seeds sown today will blossom into success tomorrow.

The technology that promises to ease the burden often brings its own challenges, integrating, adapting, learning, always learning. It's a race against time, against change, a race that never ends.

And through it all, the CEO/Owner stands, the rock against which the waves crash, the steady hand that guides, the heart that feels every triumph, every defeat. It's more than a job; it's a calling, a vocation, a life filled with passion and pain, hope and despair.

Managing a sales team and driving more revenue isn't just hard; it's an emotional journey, a profound human experience that tests the limits of strength and character. It's the essence of leadership, a beautiful and harrowing adventure that offers no respite, no pause, only the relentless pursuit of a dream that feels always within reach, yet forever distant.

How a small business can grow revenue with a poor sales team, and what a CEO/owner can do about it

In the bustling engine room of a small business, the sales team is the heartbeat, a force propelling the company towards success. But what if that heartbeat falters, slowed by confusion, misalignment, or discouragement? Fear not, dear reader. There's a path forward, and it begins with understanding and action.

Understanding the Problem

Diagnosing the issue is your first step. Is it a lack of skills? Miscommunication? Demotivation? Identifying the root cause opens the door to targeted solutions.

Investing in Coaching Outsourcing

Your sales team might be struggling, but the spark within them awaits ignition. By outsourcing coaching to seasoned professionals, you can provide tailored guidance, strategies, and motivation. Expert coaching can help identify weaknesses, unlock potential, and set your team on a path towards success. It's an investment in your future.

Creating a Motivating Environment

A thriving workplace is one that celebrates growth and resilience. Encourage your team, recognize their effort, and let them know that their journey matters to you. Morale can lift performance to new heights.

Aligning with the Right Products and Strategies

Perhaps the products or strategies aren't resonating with the team. Review, adjust, and align. Sometimes a new perspective, a fresh approach, can break down barriers and open new horizons.

Utilizing Technology

The digital world offers tools that can simplify, streamline, and empower. From customer relationship management to analytical insights, technology can be a game-changer, even on a tight budget.

Collaborating Across Departments

Foster a spirit of collaboration. Bring together marketing, customer service, product development. Create a shared vision and allow synergy to transform challenges into opportunities.

Leading with Empathy

Your leadership, your belief, your connection can be the catalyst for change. Lead with empathy, inspire with authenticity, and be the guiding light that shows the way.

Consider Rebuilding

If necessary, don't hesitate to make changes within the team, always guided by clarity, fairness, and a firm grasp of your company's vision and values.

Conclusion: A Symphony of Growth

Growing revenue with a struggling sales team is a complex melody, a composition that requires insight, creativity, commitment, and the courage to seek professional guidance. Outsourcing coaching is a strategic move, an embrace of expertise that can turn uncertainty into mastery, confusion into clarity, struggle into success. As a visionary CEO, your leadership can orchestrate this transformation, taking a faltering beat and turning it into a symphony of growth.

Name various personality types of salespeople, why a CEO can go nuts trying to manage it all, and why the best solution to manage the various styles is an outsourced sales manager

Introduction

Sales teams are diverse and dynamic, often comprised of varying personality types that influence their selling style. Managing these different personalities can be a labyrinthine task for a CEO or Owner, who must balance individual quirks with team cohesion and performance goals. This white paper explores the common personality types found in sales, the challenges in managing them, and why an outsourced sales manager might be the ideal solution.

II. Sales Personality Types

1. **The Relationship Builder:** Focused on building and maintaining relationships, this type generally excels in long-term client engagement but might struggle with closing deals quickly.
2. **The Challenger:** Assertive and provocative, Challengers are great at pushing clients out of their comfort zones but can sometimes be perceived as aggressive.
3. **The Problem Solver:** Detail-oriented and thoughtful, Problem Solvers can creatively address client needs but may get bogged down in the intricacies.
4. **The Lone Wolf:** Highly independent and often successful, the Lone Wolf can deliver results but might resist team collaboration or following established processes.
5. **The Reactive Supporter:** Eager to please and responsive, Reactive Supporters are great at client service but may lack initiative or strategic vision.
6. **The Hard Worker:** Diligent and persistent, Hard Workers are often consistent performers but may lack the flair or creativity needed for complex sales scenarios.

III. The CEO's Challenge

Managing this eclectic mix of personalities can be a Herculean task:

- **Alignment:** Ensuring that diverse styles work together towards common goals without clashing.
- **Motivation:** Finding ways to motivate different personalities, recognizing that one size doesn't fit all.

- **Performance Management:** Assessing and improving individual and team performance without dampening unique strengths.
- **Time and Resources:** The sheer time and effort required to manage these complexities can divert attention from other critical areas, causing a CEO to feel overwhelmed.

IV. Outsourcing Sales Management: The Optimal Solution

An outsourced sales manager offers a focused and specialized solution:

- **Expertise in Diversity Management:** They understand the nuances of different sales personalities and how to channel them effectively.
- **Objective Perspective:** An external manager can provide unbiased assessments and individualized strategies.
- **Cost-Effective:** Outsourcing saves the time and resources that a CEO might otherwise expend in micro-managing.
- **Alignment with Business Goals:** A professional outsourced manager ensures that diverse talents are harmonized to achieve overarching business objectives.

V. Conclusion

Managing diverse sales personalities is a complex task that can fray the nerves of even the most seasoned CEO. The intricate balancing act required to foster individual strengths while maintaining team cohesion is best handled by an expert. Outsourcing sales management offers a targeted, effective solution that aligns the various personality types with business goals. It turns a potential weakness into a strategic advantage, leveraging diversity for success.

What are the signs that a small business CEO/Owner should consider outsourcing the sales management function?

There are several signs that a small business CEO/Owner should consider outsourcing the sales management function. One of the primary indicators is when the CEO/Owner is stretched too thin, leading to a decline in overall performance and effectiveness. In this case, outsourcing sales management can help the CEO/Owner refocus on other critical aspects of the business that require their attention, such as strategy, operations, or finance.

Another sign is when the company's sales performance is consistently underwhelming or stagnant, despite the CEO/Owner's efforts to drive growth. This may indicate that the business would benefit from the expertise of an external sales management team with specialized knowledge and experience in implementing successful sales strategies.

If the CEO/Owner lacks the necessary sales expertise or struggles to develop a cohesive sales team, outsourcing may be a viable solution. Partnering with an external sales management provider can help the business access skilled sales professionals and tap into industry best practices that may not be available in-house.

Additionally, a small business CEO/Owner should consider outsourcing the sales management function when the organization is entering a new market or launching a new product. In this scenario, an external sales management team with experience in the target market or industry can help navigate the unique challenges and opportunities associated with the expansion.

Lastly, if the company experiences high sales staff turnover or struggles to recruit and retain top sales talent, outsourcing sales management may provide a more stable and cost-effective solution. External sales management providers often have access to a broader pool of sales professionals and can manage the hiring, training, and retention processes more efficiently than an already stretched CEO/Owner.

In summary, if a small business CEO/Owner notices signs of being overextended, inadequate sales performance, lack of sales expertise, challenges in market expansion, or difficulties in building a stable sales team, outsourcing the sales management function could be a strategic decision to improve the business's overall performance and growth.



What should a small business CEO/Owner look for when choosing a potential outsourced Sales Manager?

When a small business CEO/Owner is considering an outsourced Sales Manager, there are several key factors to take into account to ensure a successful partnership. Firstly, the CEO/Owner should look for a proven track record of success in sales management. This includes a history of achieving sales targets, growing revenues, and increasing market share for businesses similar in size, industry, or market segment.

Secondly, the CEO/Owner should seek a sales manager with strong communication and interpersonal skills. This is essential for building rapport with the company's sales team, stakeholders, and clients. The outsourced Sales Manager should be able to effectively convey the business's value proposition, goals, and expectations while fostering a culture of collaboration and motivation within the sales team.

Thirdly, industry expertise is a crucial factor when selecting an outsourced Sales Manager. The candidate should have a thorough understanding of the industry, its trends, and the competitive landscape. This knowledge will enable them to develop tailored sales strategies and tactics that address the unique challenges and opportunities within the market.

Furthermore, the CEO/Owner should prioritize a sales manager who demonstrates a strategic mindset and can develop and execute comprehensive sales plans. This includes setting sales objectives, identifying target markets, developing sales processes, and monitoring key performance indicators. A results-oriented sales manager will not only focus on short-term goals but also have the foresight to plan for the company's long-term growth.

Another important aspect to consider is the ability of the outsourced Sales Manager to recruit, train, and retain top sales talent. The candidate should have experience in building and managing high-performing sales teams and implementing effective training and development programs to ensure continuous improvement in sales performance.

Finally, cultural fit is an essential factor when choosing an outsourced Sales Manager. The candidate should share the company's values, vision, and work ethic to ensure seamless integration and alignment with the organization's objectives and culture.

In summary, a small business CEO/Owner should look for an outsourced Sales Manager with a proven track record, strong communication and interpersonal skills, industry expertise, strategic thinking, talent management capabilities, and cultural fit to ensure a successful partnership that drives the company's growth and performance.

What are some of the typical sales processes an outsourced Sales Manager can offer a CEO/Owner at a small business?

An outsourced Sales Manager can offer a variety of sales processes to a small business CEO/Owner, tailored to meet the specific needs and objectives of the company. One typical sales process they may provide is lead generation, which involves identifying and qualifying potential customers or clients for the business. This could include using various marketing strategies, industry research, and outreach methods to create a pipeline of prospective leads for the sales team to pursue.

Another sales process that an outsourced Sales Manager can offer is sales planning and forecasting. This involves setting realistic sales targets, developing strategies to achieve those targets, and regularly monitoring and adjusting the plan based on market conditions, performance, and other factors. This process is crucial for ensuring the company's growth and profitability.

An essential aspect of sales management is the development and implementation of a structured sales methodology. This could include designing and standardizing sales scripts, presentations, proposals, and other materials to ensure a consistent and effective approach to engaging with potential clients. A clear sales methodology can help sales professionals navigate each stage of the sales cycle, from prospecting to closing deals.

In addition, an outsourced Sales Manager can offer training and development programs for the sales team. This may involve ongoing coaching, skill-building workshops, and performance evaluations to improve the team's overall sales capabilities and adapt to the ever-changing market and industry trends.

Account management and customer relationship management (CRM) are other crucial sales processes that an outsourced Sales Manager can provide. These processes focus on nurturing and retaining existing clients, identifying upsell or cross-sell opportunities, and ensuring the highest levels of customer satisfaction.

Finally, an outsourced Sales Manager can offer performance monitoring and reporting processes. This involves tracking key sales metrics, such as the number of leads generated, conversion rates, average deal size, and sales cycle length, to measure the effectiveness of the sales strategies and identify areas for improvement. Regular sales reporting can also help the CEO/Owner and other stakeholders stay informed of the sales team's progress and make data-driven decisions to drive business growth.

In summary, an outsourced Sales Manager can offer a range of sales processes to a small business CEO/Owner, including lead generation, sales planning and forecasting, sales methodology development, training and development, account management, and performance monitoring and reporting. These processes, when implemented effectively, can significantly contribute to the company's growth and success.

Describe all the elements of sales pipeline management and how an outsourced sales manager can improve the process

Sales pipeline management is a crucial aspect of sales strategy that involves tracking and managing prospects as they move through different stages of the sales cycle. The primary elements of sales pipeline management include lead generation, lead qualification, nurturing, proposal, negotiation, and closing.

An outsourced sales manager can improve the sales pipeline management process in various ways. Firstly, they can implement a more structured and organized approach to lead generation, utilizing their experience and industry knowledge to identify the most effective channels and tactics for attracting potential clients. This can result in a higher volume of quality leads entering the pipeline.

Secondly, the outsourced sales manager can improve the lead qualification process by establishing clear criteria for determining which leads are worth pursuing. This can help the sales team focus their efforts on the most promising prospects and avoid wasting time on unqualified leads.

Thirdly, the outsourced sales manager can enhance the lead nurturing process by developing tailored strategies for building relationships with prospects and maintaining their interest in the company's offerings. This may involve personalizing communication, sharing relevant content, and addressing the unique needs and pain points of each prospect.

In the proposal stage, the outsourced sales manager can assist in creating compelling and customized sales proposals that effectively showcase the value of the company's products or services. Their expertise in crafting persuasive proposals can increase the likelihood of prospects moving forward in the sales cycle.

During the negotiation stage, the outsourced sales manager can provide guidance and support to the sales team in navigating complex discussions and overcoming objections. Their experience in negotiating deals can help the sales team secure favorable terms and conditions for the company.

Lastly, the outsourced sales manager can streamline the closing process by implementing best practices and ensuring that the sales team is well-prepared to address any last-minute concerns or requests from prospects. This can increase the conversion rate and contribute to the company's overall revenue growth.

In addition to these improvements in the sales pipeline management process, an outsourced sales manager can provide ongoing monitoring, analysis, and optimization. By tracking key performance indicators and analyzing sales data, they can identify areas for improvement, implement necessary adjustments, and ensure the sales pipeline remains efficient and effective. This data-driven approach can help the company continuously refine its sales strategy and achieve better results over time.

Describe all the ways an outsourced sales manager can increase revenue for a small business

An outsourced sales manager can increase revenue for a small business in several ways. Firstly, they can bring their expertise and experience to create and implement effective sales strategies tailored to the company's unique offerings and target market. By leveraging their knowledge of industry trends, customer behavior, and competitor analysis, they can develop targeted sales campaigns that resonate with potential clients and drive sales growth.

Secondly, the outsourced sales manager can optimize the sales pipeline management process, as previously mentioned, by focusing on lead generation, qualification, nurturing, and closing. A well-managed sales pipeline ensures a steady flow of high-quality leads that can be converted into paying customers, ultimately boosting revenue.

Another way an outsourced sales manager can increase revenue is by developing and implementing a robust sales training program. By providing ongoing coaching, skill-building workshops, and performance evaluations, the sales manager can help the sales team improve their selling techniques, product knowledge, and customer relationship management. A more skilled and confident sales team will be better equipped to close deals and achieve higher sales numbers.

Furthermore, the outsourced sales manager can focus on account management and customer retention strategies. By nurturing existing client relationships, identifying upsell or cross-sell opportunities, and ensuring high levels of customer satisfaction, the sales manager can help the company maximize the lifetime value of each customer, resulting in increased revenue.

The outsourced sales manager can also explore new markets or verticals for the company's products or services. By conducting market research, assessing the competitive landscape, and adapting the sales approach to suit the specific needs of new target segments, they can open up additional revenue streams for the business.

Lastly, the outsourced sales manager can implement effective sales performance tracking and reporting processes. Regular monitoring and analysis of key sales metrics enable the identification of areas for improvement and facilitate data-driven decision-making. This iterative approach to sales management can lead to continuous optimization of sales strategies and tactics, driving revenue growth over time.

In summary, an outsourced sales manager can increase revenue for a small business by developing tailored sales strategies, optimizing sales pipeline management, enhancing sales training, focusing on customer retention, exploring new markets, and implementing data-driven performance monitoring. These efforts can contribute to a more efficient and effective sales process, ultimately leading to higher revenue and business growth.

Why should a small business CEO/Owner hire an outsourced sales manager versus hiring a sales manager?

A small business CEO/Owner may consider hiring an outsourced sales manager over a full-time in-house sales manager for several reasons. One primary advantage is the flexibility and cost-effectiveness that outsourcing offers. An outsourced sales manager can be engaged on a project or contract basis, allowing the company to access specialized expertise and experience without the financial commitment of a full-time salary and benefits. This can be particularly beneficial for small businesses with budget constraints or fluctuating sales needs.

Another reason to consider an outsourced sales manager is their extensive industry experience and knowledge. Outsourced sales professionals often work with a diverse range of clients across various industries, giving them valuable insights into best practices, market trends, and competitive landscapes. This broad experience can help them quickly identify opportunities and develop effective sales strategies tailored to the specific needs of the small business.

Additionally, an outsourced sales manager can bring a fresh, unbiased perspective to the company's sales process. As an external partner, they may be more likely to identify areas for improvement or innovative solutions that may have been overlooked by an in-house team. This outsider's perspective can be valuable in identifying and overcoming any blind spots or complacency within the existing sales approach.

Lastly, hiring an outsourced sales manager allows the small business CEO/Owner to focus on other critical aspects of the business, such as operations, finance, or product development. By delegating the sales management function to an external expert, the CEO/Owner can allocate more time and energy to their areas of expertise and core responsibilities, resulting in better overall business performance.

In conclusion, a small business CEO/Owner may choose to hire an outsourced sales manager over an in-house sales manager due to the flexibility, cost-effectiveness, industry expertise, fresh perspective, access to resources, and ability to focus on core business functions that outsourcing can provide.



Once an outsourced sales manager is hired, what does this allow the CEO/Owner to do to focus more on his overall business

Once an outsourced sales manager is hired, the CEO/Owner can redirect their focus towards other crucial aspects of the business that require their attention and expertise. This may include strategic planning, setting long-term goals, and developing a vision for the company's growth and direction. By having a dedicated sales manager in place, the CEO/Owner can concentrate on creating a roadmap for the future and ensuring the business remains competitive and innovative within its industry.

The CEO/Owner can also devote more time to managing operations, overseeing supply chain management, and optimizing production processes. This focus on operational efficiency can lead to cost savings, better resource allocation, and improved overall performance.

Another area the CEO/Owner can concentrate on is financial management. With the outsourced sales manager handling the sales function, the CEO/Owner can spend more time on budgeting, financial planning, and managing cash flow. This financial oversight can help the company maintain a healthy balance sheet, secure funding for growth, and allocate resources effectively.

The CEO/Owner can also invest more time in fostering relationships with key stakeholders, such as investors, partners, and suppliers. These relationships are essential for the company's long-term success, and the CEO/Owner's involvement can help build trust and confidence among stakeholders, ensuring continued support for the business.

Additionally, the CEO/Owner can shift their focus to product or service development, identifying new opportunities for innovation, expansion, or improvement. By staying attuned to customer needs, market trends, and technological advancements, the CEO/Owner can ensure the company remains at the forefront of its industry and continues to meet the evolving demands of its target audience.

Lastly, the CEO/Owner can focus on company culture and talent management, ensuring that the business attracts, retains, and develops high-quality employees. By creating a positive work environment and offering opportunities for growth and development, the CEO/Owner can build a strong and motivated team that drives the business's

In summary, hiring an outsourced sales manager allows the CEO/Owner to focus on strategic planning, operations management, financial management, stakeholder relationships, product development, and talent management. By concentrating on these core aspects of the business, the CEO/Owner can ensure its long-term growth, competitiveness, and success.

What are the best ways an outsourced sales manager can help a sales team perform better and close more deals?

An outsourced sales manager can help a sales team perform better and close more deals in several ways. Firstly, they can implement a structured sales process that provides clear guidance and direction for the sales team as they navigate through each stage of the sales cycle. This structure can help the team manage their time and efforts more effectively, ensuring they focus on the most promising leads and employ the most effective tactics for engaging with prospects.

Secondly, the outsourced sales manager can develop and deliver targeted sales training programs aimed at improving the team's skills and capabilities. By providing ongoing coaching, mentoring, and performance feedback, the sales manager can help the team refine their selling techniques, product knowledge, and customer relationship management abilities. A more skilled and confident sales team will be better equipped to overcome objections, address customer concerns, and ultimately close more deals.

Thirdly, the outsourced sales manager can leverage their industry expertise to identify best practices and market trends, incorporating these insights into the sales strategy. This can help the sales team stay ahead of competitors, differentiate themselves from other players in the market, and offer more compelling solutions to their clients.

Another way an outsourced sales manager can help the sales team perform better is by setting clear and achievable sales targets. By establishing realistic expectations, the sales manager can motivate the team to strive for success while avoiding the risk of burnout or frustration due to unattainable goals.

The outsourced sales manager can also implement sales performance monitoring and reporting systems to track the team's progress and identify areas for improvement. By analyzing key sales metrics and data, the sales manager can provide actionable feedback to the team, helping them to adjust their strategies and tactics as needed to close more deals.

Lastly, the outsourced sales manager can foster a supportive and collaborative sales culture within the team. By promoting open communication, teamwork, and a shared sense of purpose, the sales manager can create an environment in which the team feels motivated, engaged, and committed to achieving their sales targets.

In summary, an outsourced sales manager can help a sales team perform better and close more deals by implementing a structured sales process, providing targeted training, leveraging industry expertise, setting clear sales targets, monitoring performance, and fostering a supportive sales culture. These efforts can contribute to a more efficient and effective sales team, ultimately driving better sales results for the business.

Once a CEO/Owner decides to outsource sales management, what are the next steps?

Once a CEO/Owner decides to outsource sales management, the first step is to identify their specific needs, objectives, and expectations for the outsourced sales manager. This involves a thorough assessment of the company's current sales performance, existing processes, and future growth goals. This information will help guide the selection process and ensure that the outsourced sales manager is aligned with the company's vision and objectives.

The next step is to research potential outsourcing partners and create a shortlist of candidates. The CEO/Owner should consider factors such as experience, industry expertise, track record, and client testimonials when evaluating potential outsourced sales managers. It may also be helpful to consult with peers, industry contacts, or online reviews to gather insights and recommendations.

Once the shortlist is ready, the CEO/Owner should conduct interviews or meetings with the potential candidates to discuss their approach, methodology, and how they plan to address the company's specific needs. This is an opportunity to assess the candidates' communication skills, cultural fit, and overall compatibility with the company's values and goals.

After selecting the most suitable outsourced sales manager, the CEO/Owner should negotiate and finalize the terms of the engagement. This includes defining the scope of work, setting clear expectations for deliverables and performance, and agreeing on a compensation structure. A detailed contract should be prepared and signed by both parties to ensure a clear understanding of the arrangement.

With the outsourced sales manager onboard, the CEO/Owner should work closely with them to develop a comprehensive sales strategy and implementation plan. This may involve setting sales targets, identifying key performance indicators (KPIs), and outlining the sales processes to be followed. Regular communication and collaboration between the CEO/Owner and the outsourced sales manager are crucial during this phase to ensure alignment and a smooth transition.

Finally, the CEO/Owner should establish a system for monitoring and evaluating the outsourced sales manager's performance. Regular check-ins, performance reviews, and analysis of sales data can help assess the effectiveness of the sales strategy and identify areas for improvement. This ongoing oversight and feedback loop will enable the CEO/Owner to make data-driven decisions and adapt the sales approach as needed to optimize results.

In summary, once a CEO/Owner decides to outsource sales management, they should assess their needs, research potential partners, conduct interviews, negotiate terms, develop a sales strategy, and establish a performance monitoring system. These steps will help ensure a successful outsourcing partnership and drive better sales performance for the company.

Why is it so important to have a proven and repeatable process in sales?

Having a proven and repeatable process in sales is crucial for several reasons. First and foremost, a structured sales process provides a clear roadmap for sales teams, guiding them through each stage of the sales cycle and enabling them to manage their time and efforts more effectively. This consistency in approach helps ensure that potential customers receive a coherent and cohesive experience as they interact with the company, contributing to a positive brand image and increasing the likelihood of closing deals.

A repeatable sales process also allows for more accurate forecasting and planning. When a sales team follows a consistent methodology, it becomes easier for sales managers and business leaders to predict sales performance, allocate resources, and set realistic targets. This improved predictability is essential for effective decision-making and strategic planning within the organization.

Another key benefit of having a proven and repeatable sales process is that it enables continuous improvement and optimization. By following a consistent approach, sales teams can more easily track and measure their performance, identify areas for improvement, and implement necessary adjustments. This iterative process ensures that the sales strategy remains dynamic and responsive to changing market conditions and customer needs, ultimately driving better results over time.

Additionally, a proven and repeatable sales process promotes scalability and growth. As a company expands, a consistent sales methodology can be easily taught to new sales representatives, allowing them to quickly adopt the company's sales culture and practices. This streamlined onboarding process helps maintain the quality and effectiveness of the sales team as it grows, ensuring that the company can capitalize on new opportunities and continue to drive revenue growth.

Lastly, having a repeatable sales process fosters a sense of confidence and professionalism within the sales team. When sales representatives are well-equipped with a structured approach, they can navigate the sales cycle more effectively and feel more prepared to handle objections, address customer concerns, and ultimately close deals. This increased confidence can lead to higher levels of motivation and engagement, contributing to better overall sales performance.

In summary, a proven and repeatable sales process is essential for providing a clear roadmap for sales teams, enabling accurate forecasting, promoting continuous improvement, supporting scalability, and fostering confidence and professionalism. These factors combine to drive better sales results and contribute to the long-term success of the organization.

About SALESQB

As early as 2001, we began to see small companies yearning for a way to handle small sales forces. There is simply no good way to manage 2-15 salespeople. We saw clients dealing with this “diseconomy of sales scale” in one of five ways:

- **The business owner took time away from CEO/Owner-ing to manage the sales force.** Since CEO/Owners typically do not like sales management, they invested little time in it and got little results.
- **No one manages sales.** Sure, it was cheap, but none of the benefits of professional sales management can accrue.
- **Hire a cheap sales manager.** This usually ended badly with the owner wishing they had skipped the expense as the person lacked the high-level skills needed.
- **Hire a skilled sales manager.** This solved the skill issue, but the cost of managing each employee was excessive.
- **Promote a salesperson to a working sales manager.** This solution made sense on paper and typically ended very badly. The salesperson stops selling and usually is not a great sales manager. Therefore, the company got a double-whammy- lost sales and a bad sales manager.

Starting with a handful of customers in Indianapolis, the organization has grown to cover most major markets in the U.S. and Canada. The SalesQB program started with a simple philosophy – high-caliber sales management can move companies to the next level.

SalesQB has the most widely used Fractional Sales Management™ program available to business. This robust framework helps companies benefit from superstar caliber sales management at a fraction of the cost.

Unmanaged or under-managed sales forces are a financial drain. Both owners and salespeople lose money because of lost deals and imperfect sales processes. SalesQB has found a way to cost-effectively manage the small business sales function and create better results for all parties.

Our second core philosophy is that a good sales process out-performs reliance upon sales superstars. Having a sales god on staff is nice, but they can hold an owner hostage and create as many problems as they solve. As a bonus, the sales god owns your sales process. By creating a PRSP (Proven and Repeatable Sales Process), the business owner can wrestle control from the sales god.

Lastly, we believe that one-on-one coaching works better than sales training. Sales training works great for some, but not for all. Here’s why – sales training is only knowledge, and its knowledge unapplied. Sales coaching takes actual sales situations and gently changes the salesperson’s behavior. This results in gently improving performance.

About the author

Jim Muehlhausen is the founder and owner of salesQB.com. Like most entrepreneurs, Jim Muehlhausen has an eclectic background ranging from CPA, franchisee, attorney, business owner, consultant, franchisor, public speaker, university professor, and book author.

While still attending the Indiana University School of Law, he became the youngest franchisee in Meineke Discount Muffler history (1987-1991). He set the company store sales record during training. After successfully selling that business, Jim founded an automotive aftermarket manufacturing concern. During his 9-year tenure with that business, the company achieved recognition from Michael Porter of the Harvard Business School and Inc. Magazine in the IC 100 Fastest-Growing Businesses.

Eighteen years ago, he found his true passion, serving as a consultant, business coach, and advisor to hundreds of businesses. During his 11,000+ one-on-one consulting sessions with business owners around the globe, Jim realized that while all business issues look unique, they rarely are. Most businesses are working to seize the same opportunities and overcome the same obstacles. To help business owners share best practices and stop learning from the "School of Hard Knocks," he wrote the well-regarded book *The 51 Fatal Business Errors and How to Avoid Them*.

His ongoing research led to the discovery of fatal business error #52: You can't outsmart, out hustle, or outmaneuver a weak business model. The more he studied business models and worked with business owners, the more convinced he became that business models were the key to a great business.






In 2009, he founded the Business Model Institute, which is devoted to the innovation and study of business models. Jim writes several articles for the Institute each year as well as contributing to publications such as Inc., The Small Business Report, Entrepreneur, BusinessWeek, and various business journals and just completed the book *Business Models for Dummies*.

Jim has now turned his attention to the problems facing businesses with small sales forces. Working with thousands of business owners demonstrated the need for a fractional sales management solution, so Jim spent three years creating the SalesQB system and tools.

These tools are designed to cost-effectively manage sales teams from 2-15 people. By taking the headache of sales management off the business owner's to-do list, customers can enjoy greater profitability as well as work-life balance.

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