

## Outsourced Sales Manager

When companies don't have a sales manager in place, growth can stagnate; and as every business person knows...

### **Nothing happens with my business unless someone sells something!**

Having a healthy pipeline of sales opportunities and being able to close those deals is critical to a business' success. But not every business can justify a full-time, dedicated sales manager. A viable option may be to outsource your sales management.

While the reasons for not engaging a dedicated sales manager vary from business to business, my years of experience managing sales teams and businesses, and consulting on business development, I have found the following to be the key drivers for engaging an Outsourced Sales Manager:

- The Managing Director/Owner needs to focus on business operations. Sales direction is needed but budget doesn't allow for it to be a full-time position.
- A 'go to market' plan (sales and marketing) needs to be developed, reviewed, or improved.
- Sales structure, reporting and accountability needs to be established but the business lacks the specific skills or time to get it done.
- There is a 'Gap' in management caused by the sudden departure of the sales manager needing the role to be filled on an interim basis.
- 'On-boarding' of new sales people needs to be defined and managed.
- Mentoring of a 'first-time' sales manager or one struggling to meet objectives.

Outsourcing the role of Sales Manager can help you fill the void and develop a sales structure like that of major companies. My approach to working with clients as an Outsourced Sales Manager, involves four key elements:

1. Planning – analysing of the current sales and marketing situation, determining the objectives, confirming target markets and defining a manner to address each.
2. Organisation – developing a sales structure and associated processes. This does not mean the employment of a separate sales team, but ensuring the business is aligned to deliver against it's objectives and how their ideal client buys.
3. Implementation – deploying the sales strategy.
4. Control – making sure that the objectives are achieved.

The first step in any sales management engagement is to understand the current environment and decide the best steps to get the desired and measurable results. These may include some or all of the following areas of sales management:

- Developing and deploying Sales Strategy
- Implementing an effective and replicable sales process and methodology appropriate to the business
- Sales Training and Coaching
- Setting sales targets and performance metrics,
- Identifying the most effective channels to market,
- Assisting in establishing and maintaining these channels,
- Developing an appropriate reporting structure,
- Evaluating current sales staff, and
- Developing or replacing sales staff as required,
- Auditing meetings,
- Reviewing and developing sales procedures and documentation,
- Assisting in the hiring and onboarding of sales teams,
- Troubleshooting everyday sales problems,
- Assisting sales people set and achieve sales goals

If your business can't justify the expense in recruiting and employing a full-time, dedicated sales manager, an Outsourced Sales Manager may be the right solution for you.

To find out how I can help, call me or drop me an email to arrange a time for us to catch up

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