



**Creating a Sales Powerhouse:  
A Founder's Guide to Building a High-Performing Team**

Gregory McCallum

[www.thinkwork.info](http://www.thinkwork.info)

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## Introduction

Starting a sales team from scratch can be a daunting task, but with the right approach, it can be done successfully. The role of sales teams is to drive revenue and growth for a company, making it a critical function for any organisation. However, building a sales team that is effective and efficient can be challenging, especially for new or small businesses. This guide is designed to help founders and business leaders navigate the process of building, recruiting, setting up, and launching a successful sales team.

This guide will walk you through the process of understanding your target market, defining your sales process, developing your sales pitch, building your sales team, setting targets and goals, managing and motivating your sales team and providing compensation plans. It also references multiple well-respected sources within the global sales community, known sales frameworks, and includes hyperlinks to the sources and images to infographics.

It's important for this guide to exist because it provides a comprehensive and actionable plan for building a sales team that drives revenue and growth for a business. By following the guidelines and best practices outlined in this guide, business leaders can ensure that their sales team is set up for success from the start. Additionally, it provides a reference point for the business leaders to return to as the company and the sales team grows and evolves.

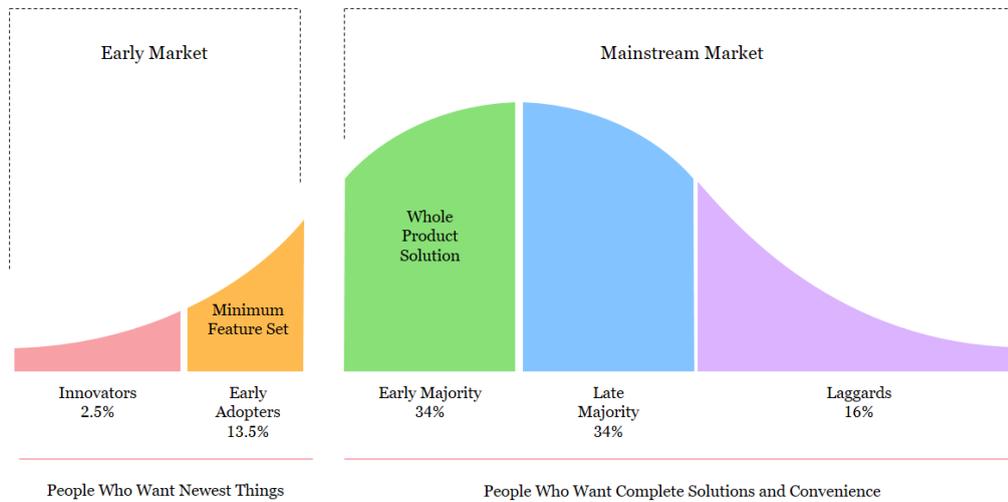
Furthermore, today's business environment is constantly changing and it's crucial for companies to adapt and stay competitive. A sales team is the key driver for revenue and growth, and having a well-functioning sales team can make or break a company's success. This guide will provide the foundation for building a successful sales team that can help companies to adapt and stay competitive.

## 1: Understanding Your Target Market

Before you can start building your sales team, it is essential to understand your target market. This includes understanding their needs, pain points, and buying habits. This information will help you determine the best approach for reaching and selling to your target market.

One way to understand your target market is to conduct market research. This can include surveys, focus groups, and interviews with potential customers. You can also look at industry reports and analyse your competitors to gain insights into your target market. According to the book "Crossing the Chasm" by Geoffrey Moore, understanding your target market is crucial for developing a successful sales strategy.

## Crossing The Chasm



(Source: [bootcamp.uxdesign.cc](http://bootcamp.uxdesign.cc))

It's also important to understand the buying process of your target market and create a buyer persona. This will help you to tailor your sales approach to the specific needs and pain points of your ideal customer, and increase the chances of closing the deal.

Once you have a clear understanding of your target market, you can begin to define your sales process. This includes the steps that your sales team will take to engage with potential customers and close deals.

It is also important to understand the buying process of your target market, so you can tailor your sales approach to the specific needs and pain points of your ideal customer, and increase the chances of closing the deal. To help with this, you can use a framework like the BANT method, which stands for Budget, Authority, Need, and Timeline. This method helps you to qualify leads and determine if they have the budget, decision-making authority, need for your product or service, and a sense of urgency or timeline for purchasing.



Source: [lucidchart.com](https://lucidchart.com)

By understanding your target market and their buying process, you can create a sales strategy that is tailored to their specific needs, and increase your chances of success.

In the next section, we will discuss how to define your sales process and develop your sales pitch to effectively engage with your target market and close deals.

## 2: Defining Your Sales Process and Developing Your Sales Pitch

Once you have a clear understanding of your target market and their buying process, you can begin to define your sales process. This includes the steps that your sales team will take to engage with potential customers and close deals.

Your sales process should be defined in a clear and concise manner, and should be easy to follow. It should also be flexible enough to be adjusted as your company grows and evolves. A popular framework for defining the sales process is SPIN selling, developed by Neil Rackham, which focuses on discovering the customer's specific Situation, Problem, Implication, and Need-Payoff.

## 4 Steps to SPIN Selling

S	Situation	P	Problem	I	Implication	N	Need Payoff
	<i>The situation questions such as "Which tools do you currently use?" help gather information on the current situation of the buyer.</i>		<i>Problem questions such as "does this process ever fail?" aim to identify pains and problems your customer experience.</i>		<i>Implication questions such as "How much time is wasted on inefficient communication?" helps the sales rep show the client why the pains identified need to be solved</i>		<i>Need payoff questions such as "Would that be valuable for your team?" help the client arrive at a conclusion on their own.</i>

Source: [creately.com](https://creately.com)

In addition to defining your sales process, it's also important to develop a strong sales pitch that effectively communicates the value of your product or service to your target market. Your sales pitch should be tailored to your target market and should be based on the insights you gained from your market research. It should be clear, concise, and easy to understand.

A popular framework for developing a sales pitch is AIDA, which stands for Attention, Interest, Desire, and Action. AIDA is a classic model that helps you to structure your pitch by getting the customer's attention, arousing their interest, creating a desire for your product or service, and prompting them to take action.

By defining your sales process and developing a strong sales pitch, you will be able to effectively engage with your target market and close deals. In the next section, we will discuss how to build your sales team and select the right individuals to join your team.

### 3: Building Your Sales Team

Once you have defined your sales process and developed your sales pitch, you can begin to build your sales team. This includes recruiting, hiring, and training your sales team members.

When recruiting, it is important to look for individuals with the right skills, experience, and personality to fit your company culture. A popular framework for recruiting salespeople is SCOTSMAN, developed by Gerhard Gschwandtner, which stands for Skills, Character, Outlook, Training, Sales experience, Motivation, Ability and Needs.

Some of the key skills that are desirable in a salesperson include:

- Strong communication and interpersonal skills
- Proven track record of sales success
- Ability to understand customer needs and pain points
- Strong negotiation and closing skills
- Ability to work independently and in a team environment
- A positive and resilient attitude
- Strong organisational and time management skills

When hiring, it is important to conduct thorough background checks and reference checks. It is also important to provide comprehensive training to ensure that your sales team members are equipped with the knowledge and skills they need to be successful.

#### Recruitment Steps:

- Define the role and responsibilities of the sales position
- Develop a job description and post it on job boards and social media platforms
- Review resumes and cover letters
- Conduct initial phone screens
- Conduct in-person interviews
- Check references
- Make a job offer
- 

#### Interview Questions:

- Can you tell me about your previous sales experience?
- How do you handle rejection or difficult customers?
- Can you give an example of a successful sales pitch you have delivered in the past?
- How do you stay organised and manage your sales pipeline?
- How do you stay motivated and maintain a positive attitude during a slow sales period?
- How do you stay current with industry trends and changes?
- How do you adapt to new technologies and sales tools?

In addition to traditional training, it's also important to provide ongoing training and development opportunities for your sales team. This can include coaching, workshops, and online courses. According to a study by the Sales Management Association, sales organisations that invest in training and development tend to have higher sales productivity and revenue growth.

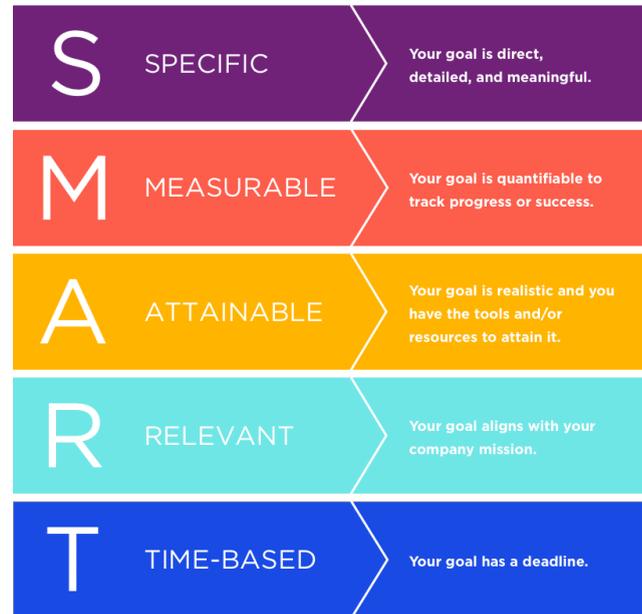
It's also important to provide your sales team with the necessary tools and resources to be successful. This includes access to customer data, sales software, and training materials. This will help to ensure that your sales team has the information they need to effectively engage with your target market and close deals.

## 4: Setting Targets and Goals

Once your sales team is built and trained, you can launch them. This includes setting targets and goals for them, and providing them with the necessary tools and resources to be successful.

It is important to set clear and achievable targets for your sales team. These targets should be aligned with the overall goals of your organisation. A popular framework for setting sales targets is SMART, which stands for Specific, Measurable, Attainable, Relevant, and Time-bound.

It's also important to regularly review the performance of your sales team and provide feedback. This can include setting up regular performance evaluations and providing constructive feedback on areas for improvement.



(Source: [lifehack.org](https://www.lifehack.org))

By setting targets and goals and regularly reviewing performance, you will be able to track the progress of your sales team and make adjustments as necessary to ensure success.

When it comes to compensating a sales team, there are several options to consider:

- **Base salary plus commission:** This is a common compensation model that includes a base salary and an additional commission for meeting or exceeding sales targets. This model provides salespeople with a predictable income while also giving them an incentive to increase sales.
- **Commission-only:** This model pays salespeople solely on commission, with no base salary. This model is generally used for more experienced salespeople who have a proven track record of success.
- **Salary plus bonus:** This model includes a base salary and a bonus for meeting or exceeding sales targets. This can be a good option for salespeople who are new to the company or industry and may need more time to build a track record of success.
- **Draw against commission:** This model provides salespeople with an advance against future commission, which can be useful for salespeople who may have a slow start or are working on a long-term contract.
- **Commission with caps:** This model includes a commission structure with upper limits, or caps, that limit the amount of commission that can be earned. This can be useful

to avoid over-incentivizing salespeople and to keep them focused on long term sales strategy.

- Accelerated commission: This model includes a commission structure that accelerates as sales targets are met, providing a bigger incentive for reaching higher sales goals.
- Stock options or equity: This model includes offering stock options or equity to the sales team as part of their compensation package. This can be a powerful incentive for salespeople to align their interests with those of the company and stay motivated to grow the business.

Ultimately, the best compensation plan will depend on the specific needs of your sales team and your company. It's important to consider the industry, company size, and the experience of your sales team when determining the best compensation plan for your organisation.

## **5: Managing and Motivating Your Sales Team**

Managing and motivating your sales team is an ongoing process that requires a combination of leadership and communication skills.

One effective way to manage and motivate your sales team is to provide clear and consistent communication. This can include regular team meetings, one-on-one meetings, and regular updates on company performance and goals.

It's also important to lead by example, and demonstrate the behaviours and attitudes that you expect from your team. This includes being a positive role model, being open to feedback, and fostering a culture of trust and mutual respect.

In addition to clear communication and leadership, it's also important to provide recognition and rewards for your sales team. This can include bonuses, promotions, and other incentives for meeting or exceeding sales targets.

By effectively managing and motivating your sales team, you will be able to ensure their success and drive the growth of your organisation.

## **Conclusion**

In conclusion, building a successful sales team from scratch requires a clear understanding of your target market, a well-defined sales process, a strong sales pitch, and the right individuals to join your team. It's also important to set targets and goals, provide regular training, and manage and motivate your sales team effectively. By following these guidelines, you will be well on your way to building a successful sales team that drives the growth of your organisation.

If you require guidance and support with your startups goals, [book a discovery call](#) and learn more about ThinkWorks affordable 'pay-as-you scale' CEO coaching, startup consultancy and Commercial Advisory services

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