



INCREASING YOUR
SALES FORCE.

**IS IT REALLY
A GROWTH STRATEGY?**



A scenic view of terraced rice fields on a hillside. The foreground shows a ridge with a single tree, and the background shows the terraced fields extending into the distance. The text is overlaid on the image.

TRUE OR FALSE:

Adding more sales people will automatically increase revenue.



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FALSE.

ASSUMPTION:

If we're at \$100 million now with 20 salespeople, and we want to grow to \$150 million next year, all we need to do is add 10 new salespeople.

Right?



WRONG!

HERE ARE 3 REASONS WHY:



REASON 1:

Almost 70% of a prospective buyer's decision making process is completed before interacting with a company representative.

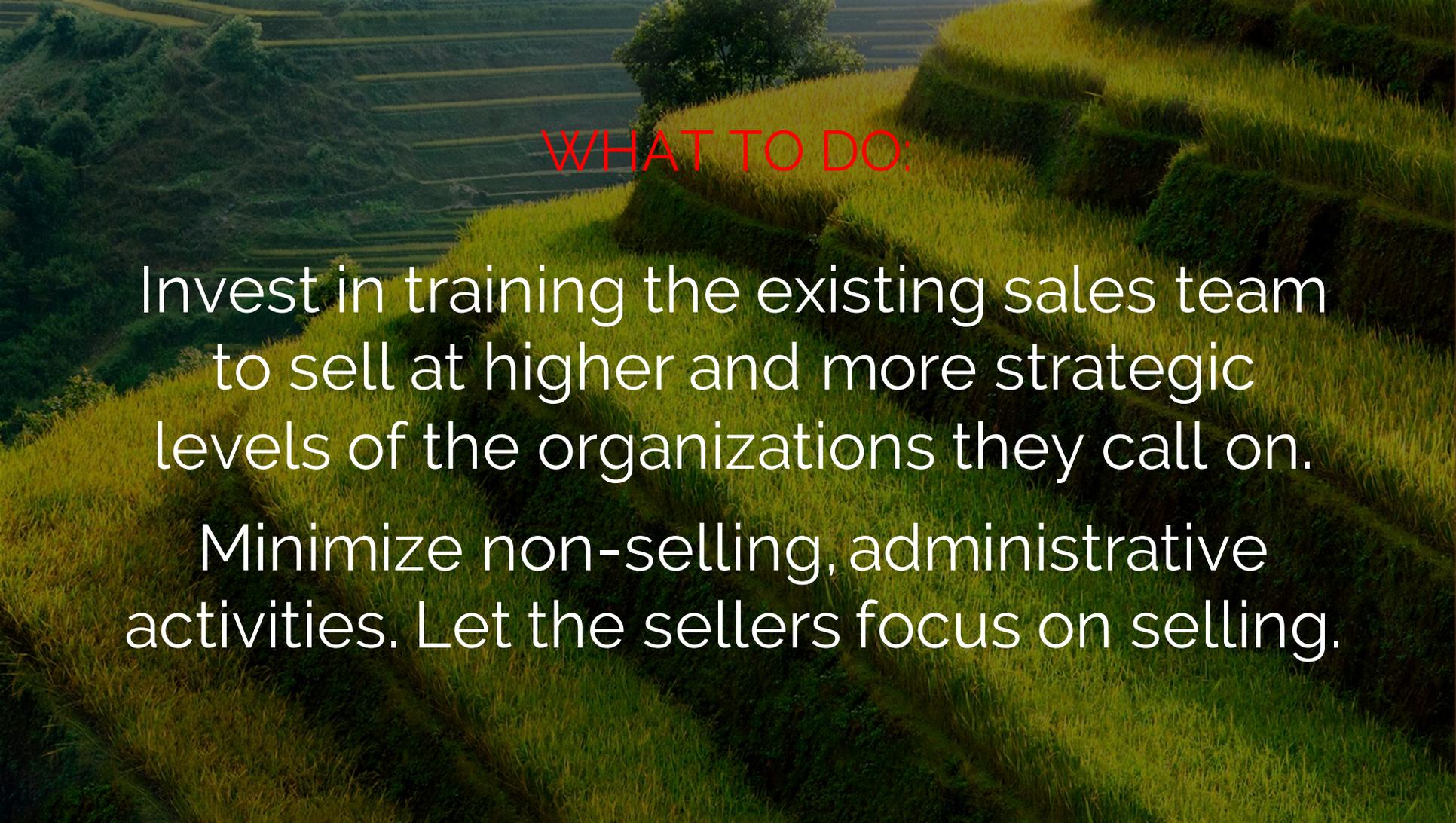
WHAT TO DO:

Instead of investing in 10 salaries,
(the average starting salary for an outside sales rep is \$53,000)
invest a fraction of that in improving
brand engagement and lead
quality for the existing sales team.



REASON 2:

All sales professionals are NOT created equal. Even good ones take longer to ramp up than management anticipates or has the patience for.

A scenic view of a valley with terraced fields and a lone tree on a grassy hillside. The text is overlaid on the image.

WHAT TO DO:

Invest in training the existing sales team to sell at higher and more strategic levels of the organizations they call on.

Minimize non-selling, administrative activities. Let the sellers focus on selling.



REASON 3:

Getting face time
or talk time with
prospects has
become
increasingly
challenging.



A scenic view of a valley with terraced fields and a lone tree on a grassy hillside. The text is overlaid on the image.

WHAT TO DO:

Educate the sales team on the new methodologies of engagement.

Successful salespeople today are “social” sales professionals; skilled at engaging through social media as part of their daily routine.

FIND OUT MORE...

About our
Brand Leadership Solution®,
a platform that helps B2B
organizations achieve absolute
distinction and sustainable growth.





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