



What the Sales Team Looks Like for the Future

Creating and Managing a Remote Workforce



WE ARE IN A NEW WORLD, LIFE, WORK, PERSONAL INTERACTION IS ALL DIFFERENT

Regardless of when the Coronavirus flattens out, there will always be a need for new employees, stronger sellers and more creative thinkers.

While we all may be working remotely, we can't stop planning for tomorrow.

Unemployment rates may soar, in the short range more job seekers will approach you, but in the long-term, it is still going to be essential to attract, hire and engage the right people. Teamwork is the way many companies are going.....



Why changing the sales model is essential:

- Strong competition to hire quality talent
- Turnover
- Tenure
- Multiple platforms to sell



Budgets, skills, tenure are all different than in the past.

What *does* the future sales team look like & why?

Tenure has changed...so get used to it...

A whopping **91 percent** of Millennials expect to stay in a job for less than three years, according to **workplace.com** which could mean that Millennials could have as many as **20 jobs** in their career.

In fact, **25 percent** of workers under 35 have already had more than five jobs in their short career, according to CareerBuilder.

Gen Z's will not stick around if their entrepreneurial needs are not met.





Most employees' view of loyalty is gone, and many members of new generations may not be loyal no matter what you do. So if you're avoiding job jumpers because you want loyal employees, you may be disappointed to learn that our society simply "doesn't create many loyal workers anymore."

While unemployment may rise, there will be more job jumping, less tenure and still high competition for quality sellers!

***Onboarding & Engagement will still be crucial
to future success!***

Trends show...

A SALES MANAGER NEEDS TO BE:

- A coach
- A teacher
- A project manager
- A motivator
- A leader
- Head solution solver
- Chief closer of new talent - compensation could be more tied to keeping a full staff
- Adept at setting expectations and monitoring activity





Trends show...

A SELLER:

- May work remotely
- Will deal more with technology
- Deal with more transactional buys
- Have less face-to-face interaction
- Still face the urgency & faster pace
- Work more in a collaborative partnership with outside companies
- Be much more data driven
- Will need to be experts in various industries
- Deal with more competition

Our Expectations of a seller have increased as have the number of products to sell:

- Continually prospect
- Cold call for appointments
- Research industry of client
- Conduct CNA

A media seller must be
a dynamo at
multi-tasking

- Build relationship
- Research & build presentation
- Present to client
- Know how to navigate research

EXPECTATIONS

1 2 3 4 5 6 7 8



- Negotiate
- Close
- Input orders into multiple software programs
- Follow up on creative/production
- Handle make-goods
- Collect money
- Continual reporting to management
- Attend training meetings
- Follow up
- Network, network, network
- Have a balanced life

What is needed for success:

- Strong attention to detail
- Adaptable at using CRM's
- Research driven
- High communication skills
- Ability to cold call & build relationships
- Multi-tasking
- Print, digital and category experts
- More in-depth research skills/data driven
- Creative thinking
- Marketing expertise
- Fast learner on a self-directed basis
- Goal oriented
- Able to work under pressure
- Have a sense of urgency
- **Be technology savvy**



STOP limiting applicants with unnecessary requirements



Selling Could Include Multiple Generations

More individual attention
for goals, communication
styles and motivation

**As we now have all seen,
they may rarely come to the
office, or even live in your
state!**

Remote workers:

- Increase productivity
- Limits stress, ensure healthiness
- Benefits family/work balance
- Keeps older workers longer
- Increases employee talent pool
- Reduces cost of employment*
- Increases workforce diversity
- Decreases sick days and time off
- Increases employee retention
- Aids in recruitment

*2018 estimated \$5 Billion in cost savings for US companies; real estate alone is \$10,000 per employee according to PGI News.



Why consider team selling...

- With high turnover expected, relationship is safer
- 2+ people = more expertise
- 2 ears can be better than 1
- Lead person can focus more on sales and not worry about support issues



- Allows company to better utilize individual skills
- Brainstorming offers more ideas
- Improves client satisfaction
- Allows higher penetration of accounts
- Allows new hires to more quickly ramp-up and find their sweet spot
- Recruitment



**Team selling involves
2+ members**



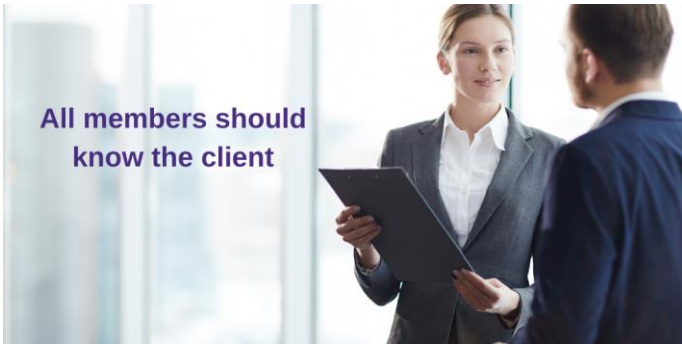
**Teams need a
leader**



**Teams need strong
communication
skills**



**All members should
know the client**



**All members should
cover for each other**



Example 1: Dedicated Coordinator



Admin working
with sales team

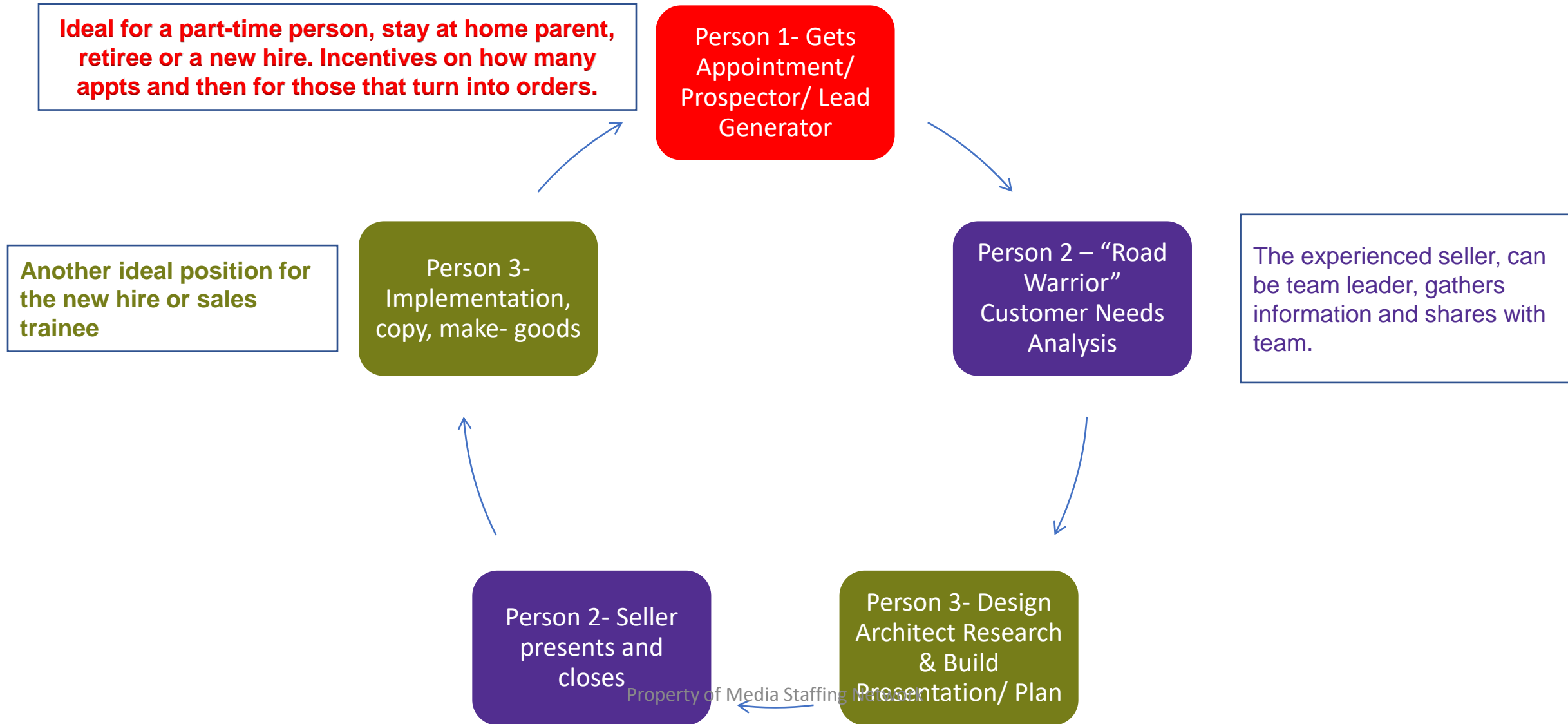


- Simple and easy to do
- Good for all market sizes
- A great way to build & train your team

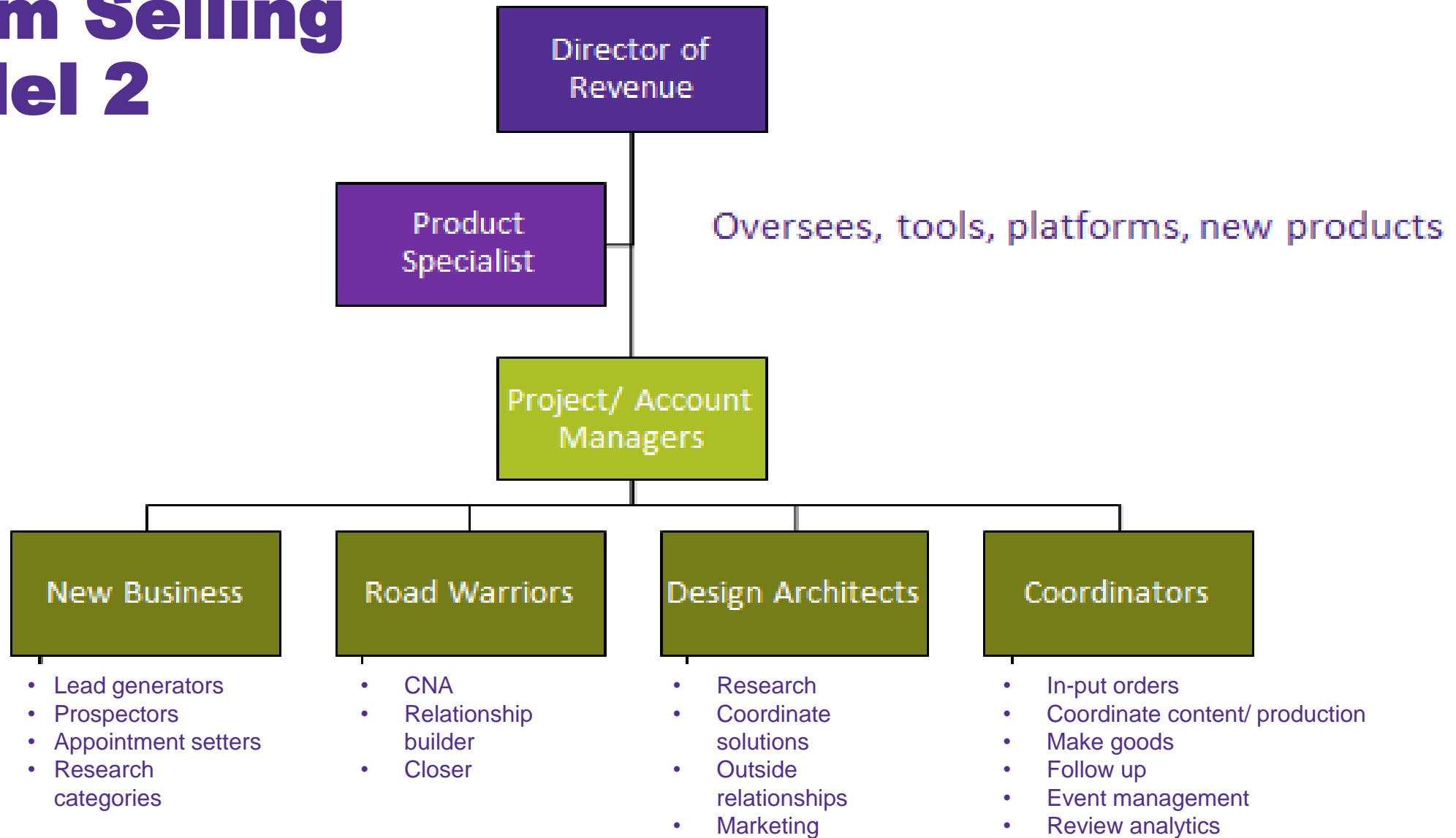
Good for interns, recent grads, people who want to learn & earn (Re-internships)

First step in training! Great to build *farm* team

Example 2: Team Selling Model 1



Team Selling Model 2



What team selling compensations could look like:

Idea #1

- All team members earn a base salary commiserate with experience
- A commission pool is pre-determined
- Each team member is assigned a %
- Bonus awards for work over & above

Idea #2 Pay on Revenue

- The person who sets the appointments earns an hourly wage, there is a bonus on each appt. set and another for each appt. that results in an order
- The 'in-side' team earn either a base or hourly pay with incentives when order is completed
- The 'outside' person earns* commission + incentives

*Once established



Idea #3 MBO

- Each team has a defined goal based on earnings from previous year with established objectives
- A % of past years earnings are assigned (i.e. 80%) which is paid out in salary.
- Specific quarterly goals must be met to earn the extra 5% each quarter
- Goals can be a specific amount of appointments, calls with manager, revenue goals, # of presentations, new business, etc.

TIPS if you consider this plan:

- Each team needs a chief strategist
- Define what “lead” is considered for bonus
- Require documentation
- Lay out in advance who gets what
- All sign off

*Ideal for new hires to
learn the business!*



Gearing up for the sales teams of the future

- Be prepared to fight for your plan
- Select a team leader
- Lay out a plan –(in writing)
 - Expectations
 - Contributions
 - Compensation
 - Communication
 - Rules
- Build the team
 - Understand roles
 - Ascertain motivation
 - Training
- Meet the clients



Setting Up Remote Teams

- Set up an Office Supply Trade to supply all with tools they don't have – a comfortable chair, printer, headset, paper, etc.
- Confirm that the team is well versed in conducting online meetings, presentations and follow up
- Create online training
- Convert company manuals to online
- Set up a shared Doc program to get them the materials they need
- Be available for them
- Select a Team Leader
- Over communicate & establish a structure/policy
- Confirm all know what each person does



Job Shares & Part-Timers Will Be More Common

- Not just for mom's! Can be a dad or part-time worker
- Consider teaming a newbie with a soon-to-retire veteran
- Often get the results of 2 strong employees for the price of one

Part Timers:

- *Often promoting for a part-time person can bring you a higher quality of candidate!*
- *More people today want flexibility*
- *Teams are a great way to include part-time staff*

TIPS:

1. Ideally works best if each person works 3 days a week, 1 day in common
2. Can save in benefits as many companies require a certain amount of hours to qualify
3. Have both parties, if they don't know each other, spend time together in advance to see how they fit together

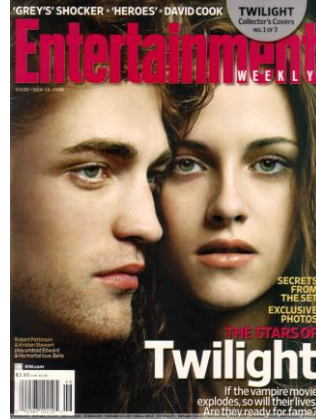


These are great ways to bring in new people while helping get displaced employees from other industries back to work. It helps the community, the individual and your company.

A WIN WIN!

Silo Selling:

- Allows better understanding of business
- Encourages deeper dive into category
- Can hire category experts for more focus



What will the clients think?

- They will love knowing they have experts for them, who know and understand the business.
- When one person handles an account and needs to be out or leaves, much of the communication is lost. With a team approach, a client does not have to continually re-educate the new hires.

Tips:

- Offer clients an updated list of names, responsibilities and contact information
- Encourage the team to get to know the client, so the relationship doesn't live with one person
- Communicate with the client to ensure they are getting the best service and to answer any questions



What can you start doing now?

- Invest in an online Customer Relationship Management (CRM) system
- Review your workflow to see what is falling through the cracks
- Develop job profiles for each position – include expectations
- Start building your 'farm team'
- Be known at your local schools & colleges, work with students!
- Listen to your team, know their career goals and together build a plan to get them there
- Create a solid remote onboarding/orientation plan
- Invest in/or create online training
- Ask for suggestions from your staff on how to work more productively
- Schedule practice sessions to ensure all members know how to communicate virtually
- Build a team of advocates
- Monitor results regularly



Always have a future seller involved at the office!
Grow Organically!

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Questions

We are here to help with all of your hiring needs!

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