



Getting your inside sales team to deliver results for you

You have top class inside sales reps, but they are not achieving their targets. What are measures that you can take to ensure that they start delivering results for you?



You recruit the best inside sales reps, offer them great compensation, but they are unable to help you achieve your revenue goals. Is this a situation that you face often? Don't worry, several organizations have to deal with this challenge.

People, process and technology are the three triad's of the inside sales team. Optimum utilization of these resources is the key to success. Once you have the right candidates in place, the processes and technology play a vital role.

Here are some things you can do to ensure that your inside sales team are on their way to achieving the objectives set by you.

1. *Set clear expectations*

- a. Define clear key performance indicators, so that your reps know how they are going to be evaluated
- b. Define things down to the activity level – for e.g. the number of dials per day, the number of email + voice connects that they should have as targets.

2. *Invest in the right systems*

- a. Get a proper CRM tool that can help make your day to day operations and reporting a lot easier
- b. Define a lead scoring process: Score leads based on weighted parameters, with higher weightage for more important parameters. That way, you can prioritize far better within your leads pipeline.

3. *Get the right research done before establishing contact*

- a. Research on Industry / Company / Contact:- Nobody is interested in what you are trying to sell. They are interested in finding out if it makes sense to them, their roles, their organizations. If you know enough about what they could want, your sales process becomes that much more easier.
- b. Find references to build rapport: - Try and find web references through which you can initiate contact. Perhaps the contact has presented something at a recent seminar, published some paper or you have spoken to somebody else who has referred his name. During your conversations, if you provide the right references, you have a better chance to be heard

4. *Delivering a consistent value proposition*



- a. Prepare for elevator and detailed calling scripts. Elevator is to get you through the first 15 seconds in the call, the detailed script is for extending the conversation and achieving your objectives.
- b. Prepare for voicemails : you will encounter voicemails quite often. Prepare for these scenarios.
- c. Intersperse calling with to-the-point emails :- Try mixing calling with some intelligent emails.

5. ***Prepare for fulfilment collateral***

- a. Prepare for collateral at different sales stages:- Apart from your conversations, your collateral will help in taking your value proposition to your prospects. Engage with the audience with the right collateral at different stages in the sales cycle.

These can be good starters to get your inside sales operations back on track. Also remember that consistency is most important, make sure that you are tracking the progress made in your prospect accounts very minutely and not slipping on follow-ups. Happy selling!

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