

# Training Tuesdays

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Startup Selling Tuesday Training:  
Building Your Sales Team





# Modules in this series so far...

Module 1: When to hire

Module 2: Outsourcing &  
Managing a Virtual Team

Module 3: Sourcing & recruiting  
talent



# What's ahead...

Module 4: Interviewing & Screening candidates

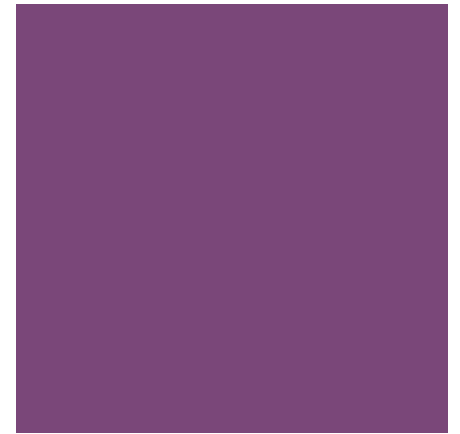
Module 5: Sales Compensation Plans

Module 6: Onboarding & Managing (TODAY!)

# TODAY: Onboarding & Managing Your Sales Team







+ Why is this important?



Did I make the right  
decision?



Will they be productive?





Will they fit the culture?

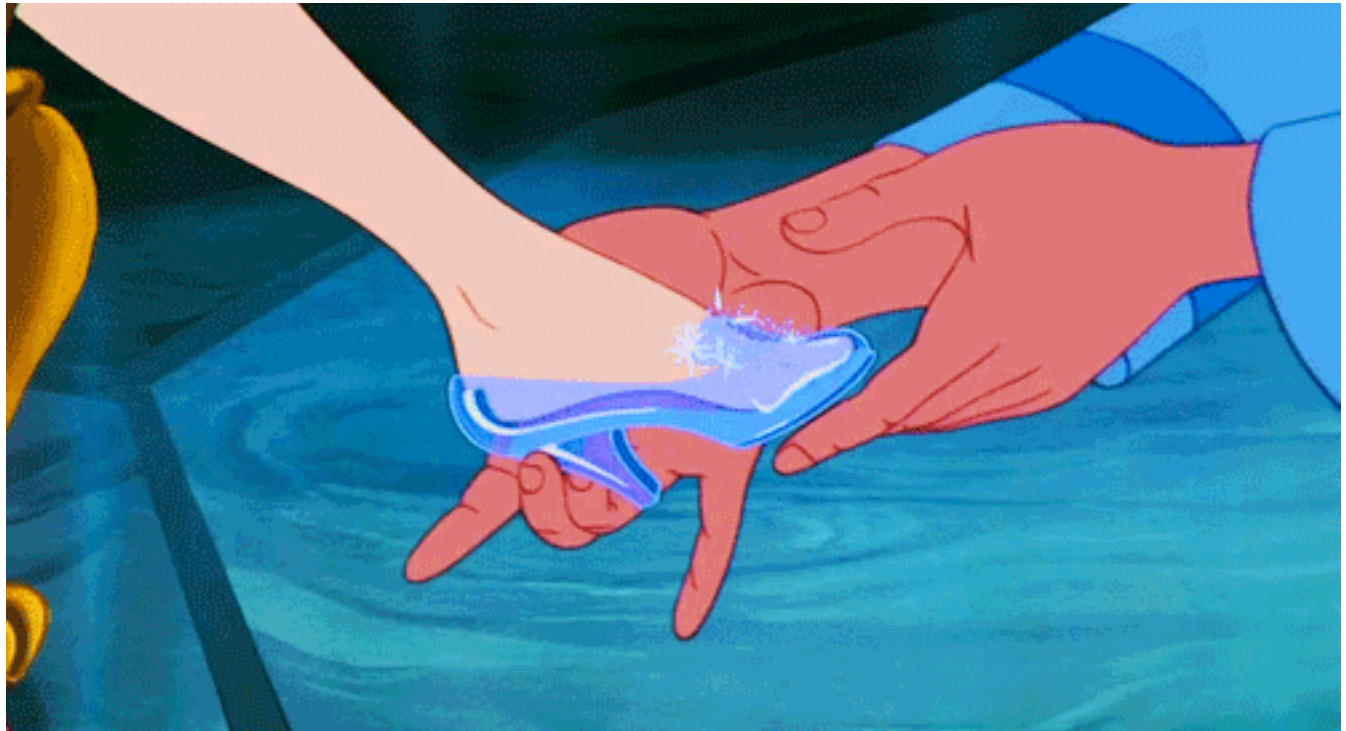


Negative outcomes...





# The Perfect Fit



# Increasing Value



# Fluidity



# IMPACT





# 5 Key Principles





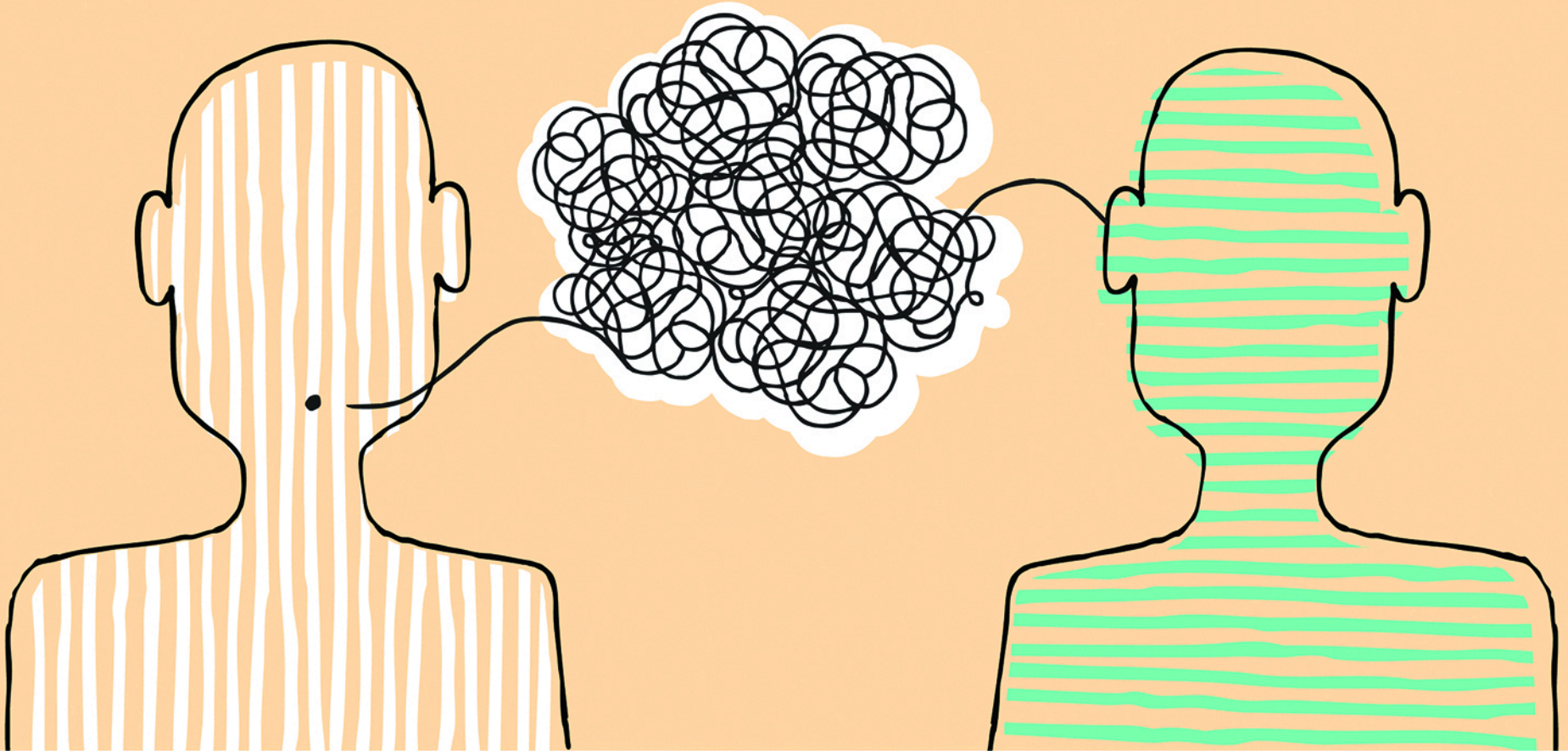
# 1. Build a Plan



## 2. Focus on KPIs



# 3. Communicate





# 4. Be prepared

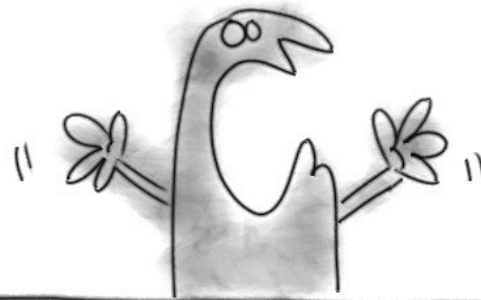


# 5. Include the team



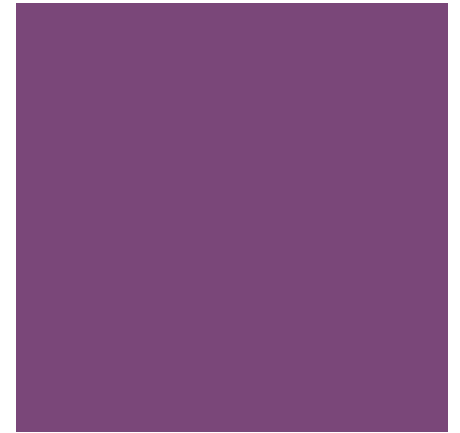


# Now What?!!



+ Now what?





+ Homework Assignment



# 1. Refer back to your KPIs



KPI



KPI



KPI

## 2. Build a Weekly Plan



# 3. Build Your Technology Checklist





4. Post your plan ideas to Facebook for review



SALESQUALIA

Startup Selling [MEMBERS ONLY]

🔒 Closed Group

Joined ▾

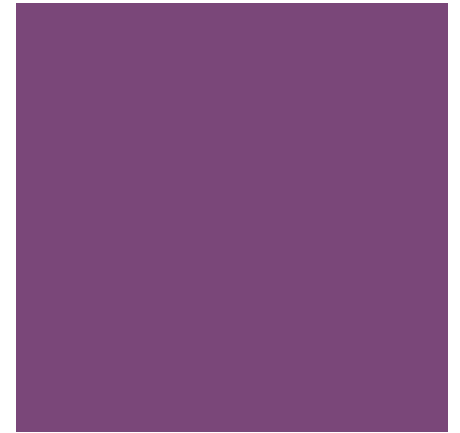
➦ Share

✓ Notifications

⋮



**Basecamp**



+ Tools & Resources





# IMPLEMENTATION PLAN WORKSHEET

When a customer says yes, what do you do on...

Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7
Week 2						
Week 3						
Week 4						



# PIPELINE ANALYSIS & MANAGEMENT

Opportunity

	What Problem?	Next Action	When?	Control? Y / N
	Buyers - Who? <input type="checkbox"/> UB <input type="checkbox"/> TB <input type="checkbox"/> EB <input type="checkbox"/> PC	Why? +Rev      -Cost +EFF      -Risk	How?	Price?
	What Problem?	Next Action	When?	Control? Y / N
	Buyers - Who? <input type="checkbox"/> UB <input type="checkbox"/> TB <input type="checkbox"/> EB <input type="checkbox"/> PC	Why? +Rev      -Cost +EFF      -Risk	How?	Price?





# PIPELINE STRATEGY

Opportunity Name	Risk / Gap	Strategy
		1. 2. 3.
		1. 2. 3.
		1. 2. 3.
		1