

Ten tips for getting to \$10 million in sales

- 1. Don't wait.** It can be difficult for a business owner or CEO experienced in operations to see that it is time to build a sales team. Instead of investing more in operations, these CEOs should pour resources into building more revenue through sales.
- 2. Develop a repeatable sales system.** Often CEOs see their sales team as a magic solution. But sales reps need a solid, repeatable sales system, with processes and support, to succeed.
- 3. Set up an information baseline for sales.** Use the first year of building a sales team to gather a baseline of information, including:
 - How long is the sales cycle?
 - How much is the average sale?
 - How long do customers stay?
 - How many customers are retained?
 - How long does it take to get an appointment?
 - How many appointments does it take to close the deal?
- 4. Identify and research key prospects.** Armed with detailed information on industry and key players, sales reps can more effectively network for access to the prospect and feel that they've earned the business – an attitude which more often results in making the sale. Create a “hot prospect list” of 10-20 potential clients and focus on those.
- 5. Manage your sales team for numbers and insight.** A sales manager should get weekly sales reports that provide hard data on number of calls, appointments and sales, in addition to summaries of these conversations that can point to potential road blocks from prospects.
- 6. Find sales managers who can build a sales team.** Someone who succeeds at a large company with established sales processes may fail in an entrepreneurial environment where those systems need to be developed.
- 7. Find sales people who can mirror your prospects.** When hiring a sales person, look not only for excellent communication skills, but also the ability to read other people and mirror the way a prospect likes to communicate.
- 8. Manage your expectations.** It will take time to see the first influx of revenue from hiring a sales team, from 2 to 6 months or more. So the CEO has to prepare for that, financially and emotionally.



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- 9. Integrate the customer experience.** As companies grow they may develop sales, marketing and service fulfillment departments separately. Take care to make sure the customer has one integrated experience from the company – not three.

- 10. Sales people need stuff.** Sales people need tangible materials to aid them in the sales process. Materials like brochures, product info sheets, and training in your products or services will help your sales people be the most effective they can be.