

activatedscale.com

The Ultimate Guide to Hiring a Salesperson

Prepared by

Prateek Mathur
Activated Scale Inc.
activatedscale.com

***We scale startups and small
businesses***

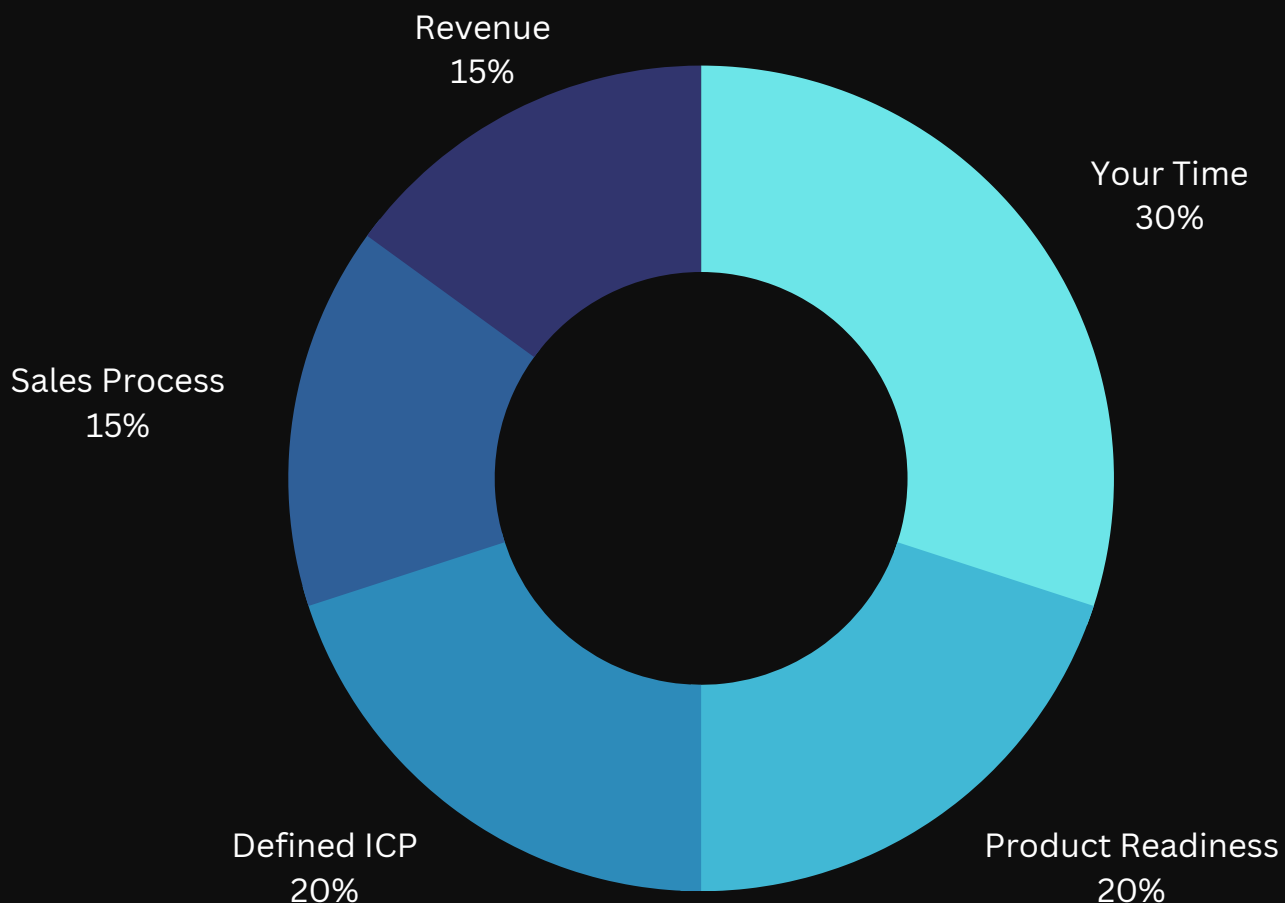


Content Highlights

- Are you and your business ready for a salesperson?
- What does your salesperson need to succeed?
- What kind of a salesperson do you need?
- How do you monitor the success of your salesperson?

Are you ready for a salesperson?

One of the most important decisions you will make is when to hire a salesperson. While it may seem like a salesperson will be a valuable addition to the team, there are a few factors to consider before hiring them.





- **Your Time**

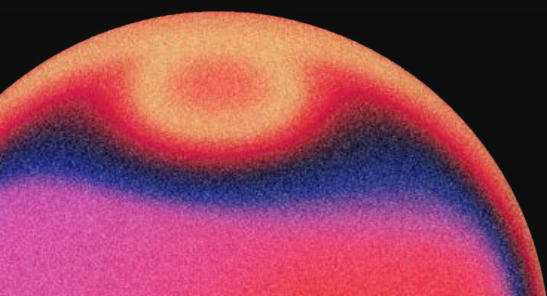
If your business is growing and you're already wearing many hats, do you have the time to spend with the salesperson? Hiring a salesperson isn't going to make your sales problems disappear, but working with the salesperson hand in hand will help to create sustained growth and learnings from their mistakes to help you grow faster. Do you have time to onboard them and meet them at least once a week?

- **Defined ICP**

A salesperson needs to know who they are selling to. They perform better when they are focused on 1 or 2 types of buyer. An Ideal Customer Profile includes a combination of the following: Title of Buyer (CIO, CMO etc.), Size of Company (100-500 employees), Industry (Software Development), Type of Company (e-Commerce) etc. Before hiring, ensure you know at a high level who they will be selling to.

- **Product Readiness**

It's important to consider whether your product or service is ready for a salesperson to take it to market. A salesperson can only be effective if they have a product or service that is ready to sell. If your product or service is not quite ready yet, it's best to hold off on hiring a salesperson until it is.



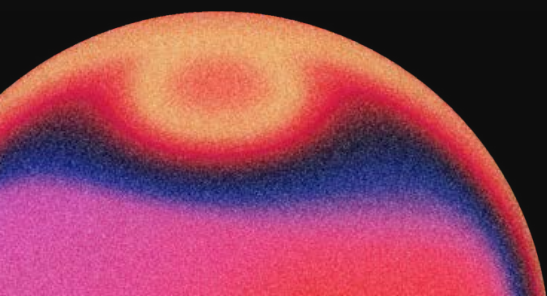


- **Sales Process**

As the business owner, before hiring a salesperson you must sell to your customers. You may not be the best salesperson but it will educate you on how your customers buy, why they buy, how long does it take for them to buy, who else needs to be involved in the buying decision and most importantly why they keep coming back. These few factors help you to understand your sales process to help a salesperson learn it from you.

- **Revenue**

And the most important factor to consider is your revenue. If your business is generating enough revenue to support the cost of a salesperson, it's a good sign that it's time to hire one. This includes not only the salary and benefits of the salesperson but also the cost of any tools or resources they may need to do their job.





What kind of a salesperson do you need?

The sales function has changed drastically! It is now more specialized than ever and it takes a greater understanding of your sales process to hire the right type of salesperson for your business.

- **Goal**

Hiring a salesperson is a strategic decision and depends on your goals. Is it feeding the top of the funnel? Following up on leads and closing them? Solely focusing on closing deals? There is a lot to consider before hiring a salesperson.

- **Budget**

Salespeople are expensive! Their base salaries can range from \$50,000 right up to \$150,000 for an individual contributor. Your revenue, funding and runway, will decide what kinds of salesperson you can hire now or wait till you have a greater budget.



- **Sales Development Representative**

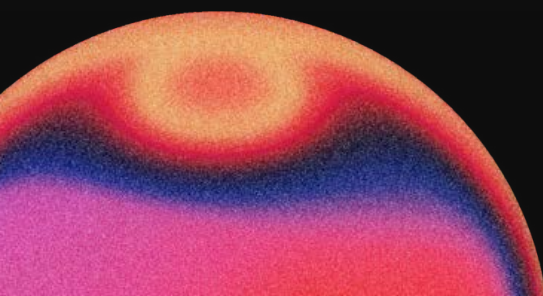
The primary role of an SDR is to generate new leads and set up initial meetings or demos for an Account Executive or in this case you as the business owner.

They spend most of their time, reaching out to prospects, researching target accounts, and nurturing relationships with potential customers. They are responsible for outbound prospecting such as making cold calls or sending emails to potential customers, as well as inbound lead follow-up. They play a critical role at the top of the sales funnel.

They are measured by their outreach and the number of meetings they set.

SDR's command a base salary between \$50,000 and \$60,000 plus commissions.

You should hire a SDR if the goal is to create more opportunities at the top of the sales funnel.





• **Account Executive**

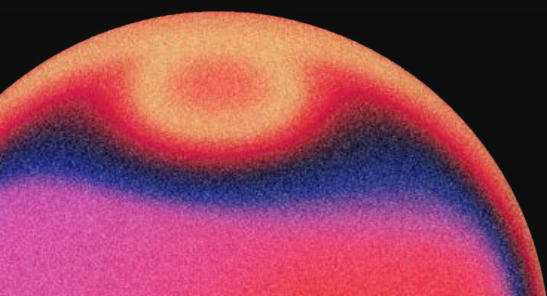
They are responsible for closing deals and maintaining existing customer relationships. They take over after the SDR has qualified a lead and set up a meeting or a demo.

AE's focus on building relationships with decision-makers, understanding their needs, and presenting solutions that address their pain points. The AE's goal is to turn qualified leads into paying customers and to ensure customer satisfaction and retention.

They are measured by the number of demos, the number of proposals sent and most importantly the revenue they bring to your business.

AE salaries range between \$75,000 and \$150,000 plus commissions. This broad range is dictated by who the segment you are selling to such as small businesses, mid size or enterprise companies.

In summary, SDR's focus on lead generation and qualification, while AE's focus on closing deals and account management. Both roles are important for the success of a sales organization.





What does the salesperson need to succeed?

Without tools, the best salesperson will not be able to perform. Providing sales tools to your salespeople is important for them to be efficient and for you to be able to monitor the success of the engagement. Below are a few recommendations to get your salespeople set up, focused, armed with knowledge, and excited to perform.

- **CRM**

A Customer Relationship Management tool (CRM) is where you load all your prospect information. You can check the stage where they are in the sales funnel, create deals and monitor them as well as follow up for the future.

- **Email Automation**

A salesperson needs to automate their email outreach. These tools enable them to reach out to a large number of people and monitor their progress. Without email automation, a salesperson will be unable to scale.



- **Prospect Client Information**

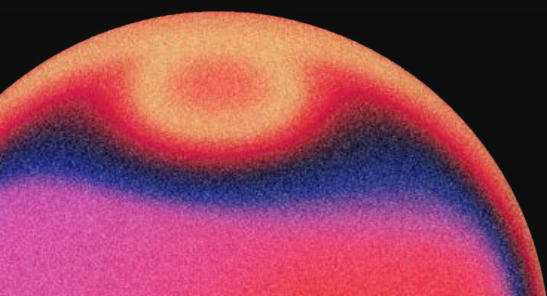
You have defined your Ideal Customer Profile but where do you find their contact information? These tools help your salespeople to find direct emails and phone numbers making it easier for them to directly reach out to their prospects.

- **Calendar Scheduling**

Do you enjoy going back and forth over a few emails just to set up a few minutes to talk? Your prospects don't. These tools connect to your calendar and make it easier for them to book a time with you.

- **Auto Dialer**

An auto dialer software automatically dials telephone numbers. Once the call has been answered, this software will connect the call to a live salesperson.





Recommended Tools

The following are some tools we recommend

Tools	Option 1	Option 2	Option 3
CRM	Hubspot	Zoho	Salesforce
Email Automation	Instantly.ai	Mixmax	Yesware
Client Information	Apollo.io	Seamless.ai	Zoominfo
Calendar Scheduling	Calendly	Hubspot	ChiliPiper
Auto Dialer	PhoneBurner	Talkdesk	Kixie



How do you measure the success of the salesperson?

What gets measured get's done!'. This old adage is very true in sales but even more important when you are hiring your first few salespeople.

So, where do you start? You start by focusing on your goals (output) and then work backwards.

• Goals (Output)

Always be laser-focused on the output from the salesperson. Depending on your sales cycle, the following is the output you can measure:

- Meetings set
- Demo set
- Proposals sent
- Closed Won Revenue

• Input

In order to reach your goals, your salesperson need to do the work. Depending on your sales cycle, input is usually:

- Cold Calls
- Emails
- Social Outreach: Typically LinkedIn messaging and connections as part of your outreach
- Meeting set

• Velocity

Measuring both input and output is very important, but adding the velocity at which activities are being measured add another layer to help build your outbound sales motion. Below is an example of an email outreach sequence:

Tracking	Rate	Numbers
Emails Sent		1000
Open Rate	50%	500
Reply Rate	2%	20
Meetings Booked on Replies	15%	3
Unsubscribe Rate	2%	20

In this example,

Open rate: If open rate is 50% then you need to figure out how to increase this open rate which is a factor of your email subject line and first line of the email.

Reply rate: If it's 2% you need to review content of the message and it's length.

activatedscale.com

Get in Touch

Call

857-445-8692

Email

prateek@activatedscale.com

Calendar

<https://calendly.com/activatedscale/strategylsession>

Website

www.activatedscale.com
