

Empowering Your Business to Achieve Greatness

Presented by Scott Moss, Principal



Growing Revenues is Challenging

Agency Leaders Need Help

- Busy working “in” the business instead of “on” the business
- No defined sales process and sales methodology
- Missing a trusted professional sales advisor
- Managing a sales resource is really hard
- Not sure how to actually proceed



The Solution Is Not

Dedicate Someone to Focus on Sales



Things to Think About

- Someone other than you will be responsible for new client acquisition
- How will they keep true to your agency's brand, mission, and vision
- They will be responsible for executing your strategic sales plan
- Will never act or think like you so you'll have to accept that
- Need to be patient because there will be growing pains



The Getting Started Decision

Hire a Sales Executive

or

Write a Sales Strategy



And adopt their sales strategy.

And train on your sales strategy.

Pros/Cons of Hiring a Sales Executive First

Pros

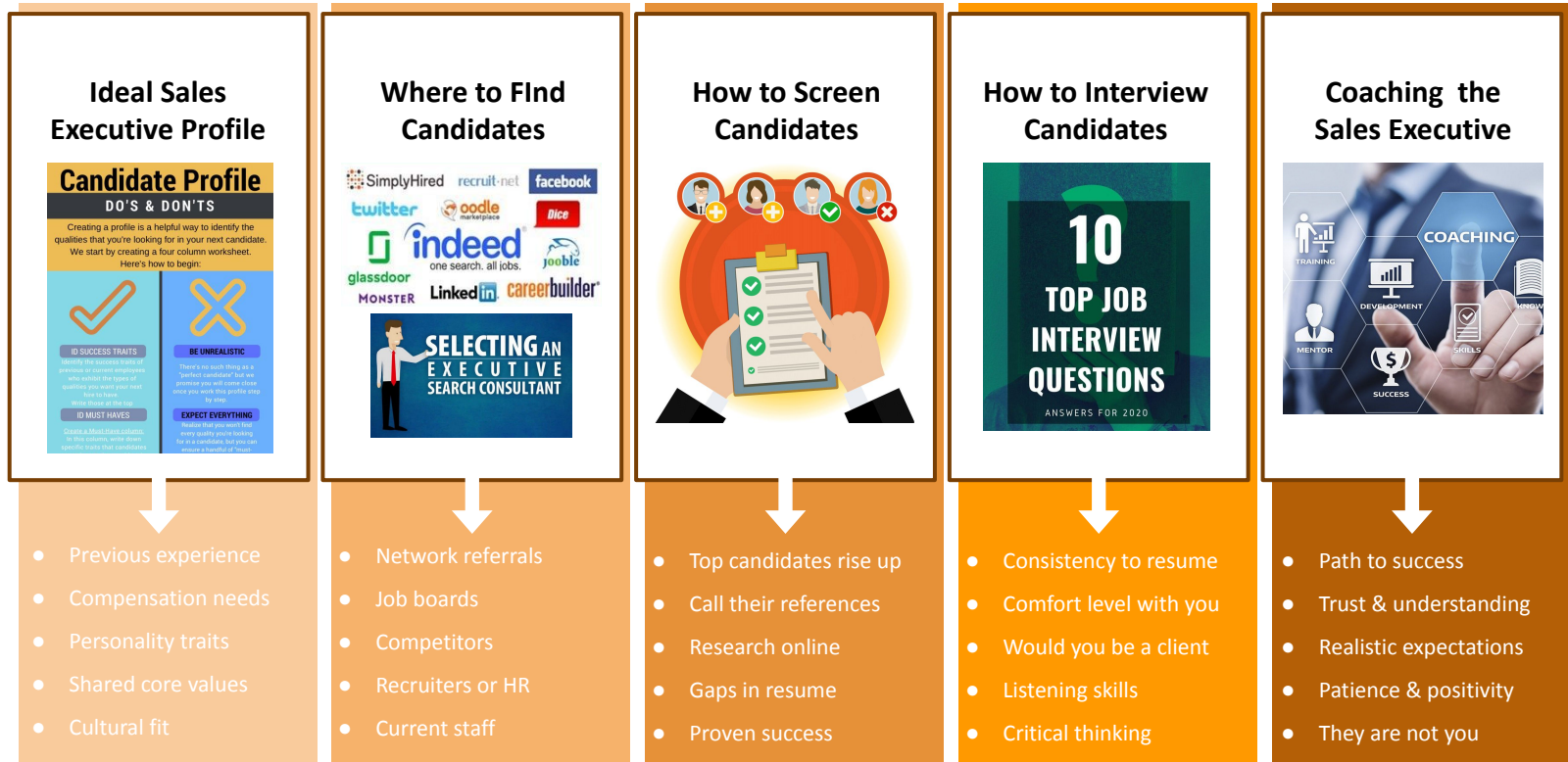
- Faster onboarding to actually selling
- Instills instant self-confidence for sales executive
- More experienced sales exec means less hand-holding

Cons

- You cede control over how your agency sells
- You need to learn the new hire's strategy
- Most likely will be an expensive hire



Mechanics of Hiring a Sales Executive



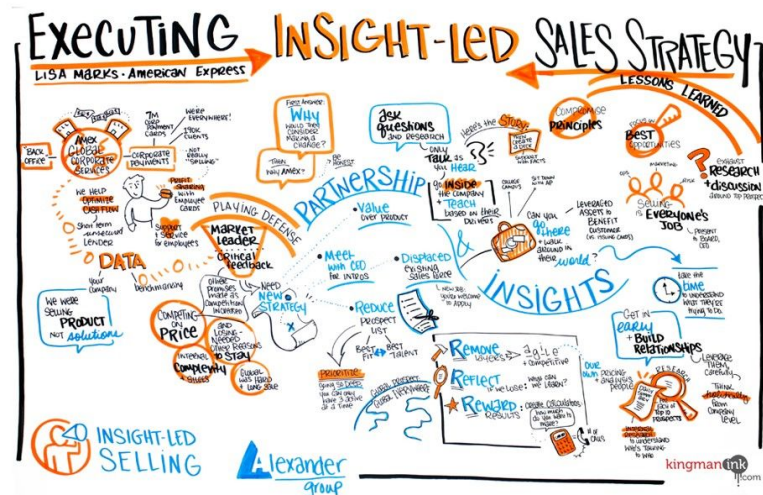
Pros/Cons of Writing a Sales Strategy First

Pros

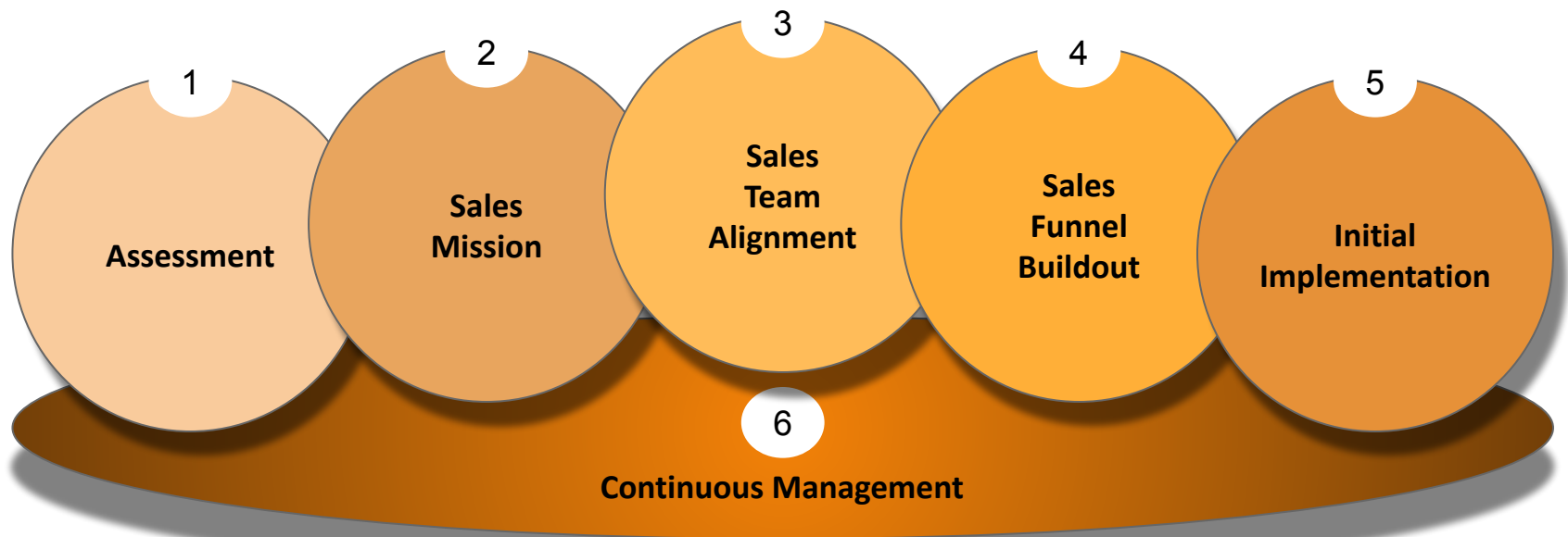
- Complete control over the sales strategy
- Train and develop exactly the way you want
- You can get someone who is less expensive

Cons

- You need to develop, launch, and manage a sales strategy
- Will need to be an attentive coach for a good six months
- May need to hire a professional sales advisor



Mechanics of a Writing a Strategic Sales Plan





Let's Start to **Achieve Greatness**

Schedule a time to review your situation with Scott

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