# **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**

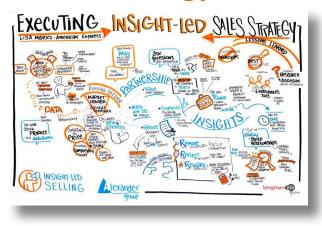
## Hire a Sales Executive



And adopt their sales strategy.

or

## Write a 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

#### Ideal Sales Executive Profile



- Previous experience
- Componentian poods
- Personality traits
- Shared core values
- Cultural fi

#### Where to Find Candidates



- Notwork referrals
- Joh boards
- Compotitors
- Recruiters or HR
- Current staff

## How to Screen Candidates



- Top candidates rise up
- Call their references
- Research online
- Gaps in resume
- Proven success

## How to Interview Candidates



## Coaching the Sales Executive



- Consistency to resume
- Comfort level with you
- Would you be a client
- Listening skills
- Critical thinking

- Path to success
- Trust & understanding
- Realistic expectations
- Patience & positivity
- They are not you



## **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

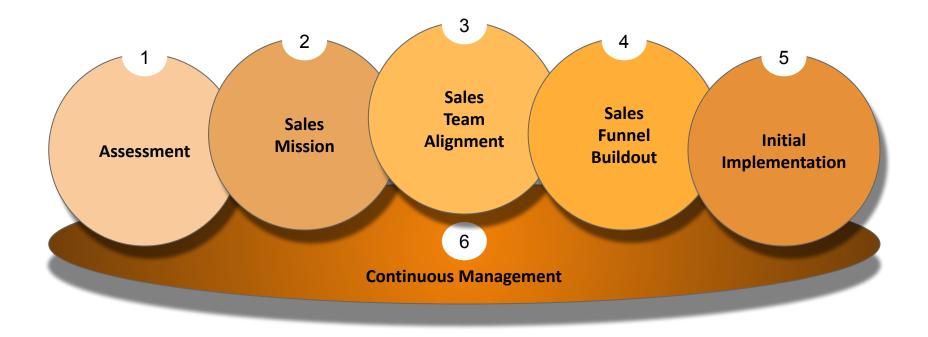
#### Cons

- 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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