

New School Sales Force Management Process

The Key to Success

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Strategy and Objectives

- Strategy and Objectives
- Structure
- Operations and Execution

Territory Planning

- Channel Planning – Direct or Indirect
- Geographic, Product, Customer
- Territory Boundaries

Compensation

- Total Payout
- Base
- Performance
- Bonuses
- Spiffs

Performance Standards

- Expected Activity
- Expected Results
- Expected Skill Acquisition
- Reporting
- Rewards
- Consequences

Sales Selection Process

- Job Description
- Job Fit Profile
- Finding Candidates
- Pre – Hire Assessment
- Interviewing
- Reference Checking
- Decision and Offer

Job Description

- Purpose
- Required activity
- Expected results
- Skill acquisition
- Self management
- Administrative requirements
- Company expectation

Job Fit Profile

- Technical Skills
- Knowledge
- Experience
- Personal Characteristics
 - Behavioral Hierarchy
 - PIAV
 - Personal Talents and Skills

Training

- Initial On Boarding
- Product / Industry
- Competitors
- Customer Knowledge
- Sales Skills
- Field Training
- Mentoring
- Career Path Development

Coaching

- Pre – Call Strategizing
- Post – Call Debriefing
- Personal Growth
- Mentoring
- Career Path Development

Performance Evaluation

- Review Quarterly Results and Activity
- Goal Setting for Next Quarter
- Personal Growth Plan

Recruiting Sources

- College Campus
- Temporary Staff
- On-Line Job Sites
- Company Web Site
- Job Fairs

Recruiting Sources

- Referrals by Employees
- Internal Staff
- Newspaper
- Recruiting Firms
- Trade Associations and Publications