

Impact of Just Having a Sales Manager

Braveheart Sales Performance was engaged by a client where the CEO was trying to manage the sales team.

Opportunity

The CEO had little time to spend with the team and was unfocused. The sales results were less than ideal and the CEO was frustrated. The CEO turned to Braveheart for guidance.

Approach

Braveheart was engaged to provide outsourced sales management while also providing training and development to help the sales reps improve their execution. Braveheart began by completing a deep-dive analysis of the sales organization including the people, processes and systems to determine what skill sets and behaviors were necessary to have the greatest impact the quickest.

Recommendation

Based on the analysis completed, Braveheart acted as the outsourced sales manager and provided targeted coaching on a regular basis to the individual sales reps while also conducting weekly group sales meetings. Additionally, Braveheart provided sales development and coaching to the entire team, and helped create a sales infrastructure and process and refined the reporting package enabling all to focus on leading indicators. Braveheart also helped the CEO locate and hire new sales reps and ultimately recommended that a full-time sales manager be hired. We helped with the interviewing, and screening of the manager hire.

Results

There were four major results from these efforts.

1. The CEO was able to focus his attention on other areas of the business that required significant time and energy, knowing that the sales team was executing.
2. The most veteran salesperson had her best sales year ever of working for the company for twenty years.
3. When the permanent sales manager was hired the processes, systems and infrastructure were all in place, allowing the CEO to hire a purely execution driven sales manager as opposed to a higher-level strategist, saving the company time and money.
4. The permanent sales manager was able to slip into a routine and rhythm that was already established and familiar to the salespeople so transition was easy and there were few distractions.