

Ebook

10 tips for building a high performing sales team

With Tom Holland,
CRO, Clarity Stack



The importance of sales.

Any company knows how important it is to be constantly selling. It's the key component of growth, after all.

But sales can be a difficult task. The journey from prospecting to closing a deal can be mentally challenging if you're not prepared or armed with a strong sales team. As such, hiring the right staff and putting the best possible processes in action are vital to your business growth.

This document will guide you through my top tips for overcoming these challenges and building a high performing sales team. Enjoy!



Tom Holland,
CRO, Clarity Stack

It's all in the numbers...

87%

More likely to close a deal when initially speaking to a direct decision maker

140%

Stronger pipelines when using Clarity Stack data

850%

Return on investment, one of our clients made a massive 850% ROI while working with us

1. Prioritise recruitment

Of course without recruitment, you'd have no sales team at all. But in such a competitive industry you need to focus on not only hiring people, but hiring the right people.

At Clarity Stack we hire individuals for their mentality – you can teach sales techniques but you can't teach work ethic and drive. If you look out for candidates who demonstrate these traits they tend to grow better into their roles with guidance.

Take home tips:

- ▶ Honesty and expectation-setting is key to hiring the best possible candidates
- ▶ For example, mention there is cold calling involved and that you need to work hard but that this will be rewarded through the commission made
- ▶ Consider building your team on their individual strengths, enabling them to learn off one another and grow as both a business and individuals

2. Create a fun working environment

We found that mastering the perfect balance between competitiveness and supportiveness is the sweet spot for a fun but productive culture and environment.

Collaborating as a team and working through struggles together builds a family-like culture. While running mini competitions every now and then keeps the drive and determination going, and is an easy way to add a fun dynamic into the standard day-to-day tasks.

Take home tips:

- ▶ Genuinely caring about your team is crucial – the more you respect them, the more they'll respect you
- ▶ Be personable and, if personal lives cross into work, be as flexible and understanding as possible
- ▶ Consider basing your sales team together away from any delivery and ops teams to allow them to flourish

3. Be agile and adapt

For us as a start-up business, being agile is crucial in order to succeed. And this is no different in a sales team.

During lockdown we quadrupled our team off the back of the sales department adapting to the current situation, and changing their outreach methods and pitches, to make our product the solution to our prospect's current challenges.

Take home tips:

- ▶ Adapt to what is happening around you, whether it be a global pandemic or a struggling industry
- ▶ Be aware of your clients situations at all times and amend the pitch and product to be better-suited for their needs right there and then

4. Focus on both long- and short-term pipelines

To avoid putting pressure on your potential clients and blowing the opportunity, sales teams should refrain from working month-to-month from short-term pipelines only.

Instead, it's important to build up a mixture of both long-term and short-term pipelines when approaching prospects. Along with building these pipelines via the marketing team, we find the following methods also work well:



LinkedIn outreaching

Contact your ideal clients and regularly post online to build a bigger network



Cold calling

This can take longer to convert as you usually need to speak to various people before closing



Clarity Stack Data

Find newly-appointed decision-makers and insights on businesses making buying moves

5. Constant training

There's always room for improvement. Training your team new-found techniques and keeping their tactics polished will ensure performance remains high.

Hiring employees with various strengths works well here as it provides a constant flow of training off one another.

You'll find endless LinkedIn posts sharing new sales techniques every day. We found that re-writing these into versions relevant to our own pitches helps them to stick.

Take home tips:

- ▶ As well as the standard day to day training, 1-2-1 sessions, call listening and feedback is important
- ▶ Dedicate someone to pick up on any small mistakes being made to help stop your team falling back into old techniques
- ▶ Consider hiring a sales trainer every 6 months to train new team members along with refreshing the memories of long-standing employees

6. Be success driven

Although it's easy to look at call stats, time on the phones and who runs the most activity, it's not the most important thing.

You cannot compare your sales team on activity targets alone. Look into who's booking the most demos and closing the most sales and only when this is no longer being achieved, switch your focus to the activity figures.

Take home tips:

- ▶ KPIs are key – prioritise your team's billing and targets over any other metric as there are multiple ways to source and win deals
- ▶ However, it's important to remember that high activity often results in creating a stronger pipeline

7. Incentivise your team

For the most part, people are in sales for the money. Commission will always be the biggest incentive but sometimes you need an extra little boost.

At Clarity Stack, we run competitions to win additional items such as paid trips abroad, bonuses and vouchers.

This helps to keep competition high and gives your team a reason to keep pushing even on those low-motivation days.

Take home tips:

- ▶ Company lunches, early finishes and amazon vouchers are all great alternatives to trips abroad

8. Be as transparent as possible

Transparency is key to building trust and a healthy, positive team culture.

In terms of sales, understanding any company or product changes or growth plans can be useful when pitching to prospects. Teasing what's to come in the near future can hook them in easier.

To aid transparency in our team, we hold quarterly town hall meetings with senior leadership for quarterly updates, where we are against our growth targets, what we can do better and to take any questions.

Take home tips:

- ▶ Ensure your team understand the company growth goals and changes along with any potential promotions
- ▶ Schedule regular touch points across the business to answer any questions or queries your sales reps might have

9. Data, data, data

Every sales team needs clean and accurate data. Nothing is worse than calling a company where the prospect has now left, and then pitching your business to find out they don't have the budget.

Sales intelligence platforms, like Clarity Stack, provide teams with direct contact details for key decision-makers, and offers the ability to filter by company financials and more to save your reps serious time.

Take home tips:

- ▶ Use these platforms to create call lists, filtering by your ideal industry, company size, location and the decision-makers you want to target
- ▶ Once these lists are saved, you can amend, update and export into your CRM or distribute out to each rep to get to work on

10. Enjoy the process

The most important tip is to enjoy it! If you are enjoying the process of building a strong sales team, and helping them to enjoy their time with you, they'll stick with you each and every step of the way.

Building a tight-knit team who work well together, have a laugh and have fun is key!

How Clarity Stack can help



Relevant data

Harness our fresh, regularly updated data, targeting the key decision-makers in businesses you want to work with



Long-term pipelines

Discover newly-appointed individuals within your target industry and companies showing buying intent for your services, keeping you one step ahead of your competitors and building long-term pipelines



Hot leads

We source businesses actively looking for your services and send them your way, giving you time to prepare a solid pitch

