

Streamlining the Sales Force Development Cycle

The Value of Effective Training and Field Efficiency

⊕ Challenge

A surgical device company sought out SalesForce4Hire to establish and manage a custom sales team, optimize its revenue generation and transition it into an in-house sales team once its results were proven.

⊕ Action

SalesForce4Hire on-boarded four sales representatives, sending two into established territories and two in expansion territories, mitigating HR and financial risk for the client.

⊕ Results

At the end of the 12-month engagement, the SalesForce4Hire sales team delivered a \$2 million increase over the client's then-current in-field team.

Simplifying Sales

Sales team development, on-boarding, training and deployment all add up to unavoidable expenses for every company. Whether faced with the challenge of new product sales or the re-positioning of current ones, companies are looking for ways to shift fixed costs and lower their HR and financial risks. By utilizing contract sales teams, companies can quickly boost revenue and expand market place. Historically, these team members have a steeper learning curve, shorter ramp-up time and typically less internal support. In response to these challenges, SalesForce4Hire uses its proprietary Sales Prototyping® and Sales Accelerator™ systems to design custom sales teams, match channels to target, provide support staff and provide the sales team with the right tools at each stage of their engagement process.

Complete Sales Team Effectiveness

SalesForce4Hire was contracted to deploy and manage a dedicated, custom sales team in the United States for a leading global medical device company. The goal was to launch into the surgical spine market with an existing product, selling into surgery centers and hospitals in key geographical territories across the United States. The depth of the contract included field sales deployment, sales force effectiveness, analysis and optimization, revenue acceleration, and operational sales support, as well as a blueprint for in-house transition and scalability.

The project launched with SalesForce4Hire on-boarding four sales representatives, two in established territories and two in expansion territories. SalesForce4Hire trained, deployed and managed the on-going efforts of the team, allowing for quick reaction and adjustment to field and market needs.

“Before starting with SalesForce4Hire in a contract sales position, I had sold for a Fortune 500 corporation. I had seen firsthand the long and unsuccessful training process. When I started the new spine project with SalesForce4Hire, the team had a condensed training session that focused on what I needed to be successful in the field. SalesForce4Hire handled all of the administrative tasks and allowed me to hit the ground running with more time spent in front of the customer. Armed with in-depth product knowledge, key prospects and a sales support staff, I was fully prepared to represent the medical device company and its product.”

(For this team member, the first sale came within two weeks.)

Roadmap for Success

Through this process, we were able to mitigate HR exposure, focus on vacant territories for new hire activities, set up clear performance metrics and quickly replace non-performers in less than 60 days. At the end of a 12-month engagement, the SalesForce4Hire-supported team delivered a \$2 million increase over the client’s current in-field team. The client consequently successfully took the team in-house. By partnering with SalesForce4Hire and outsourcing the team development process, training and sales strategy, the client was able to on-board only the proven sales representatives, thereby mitigating future HR risk.

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