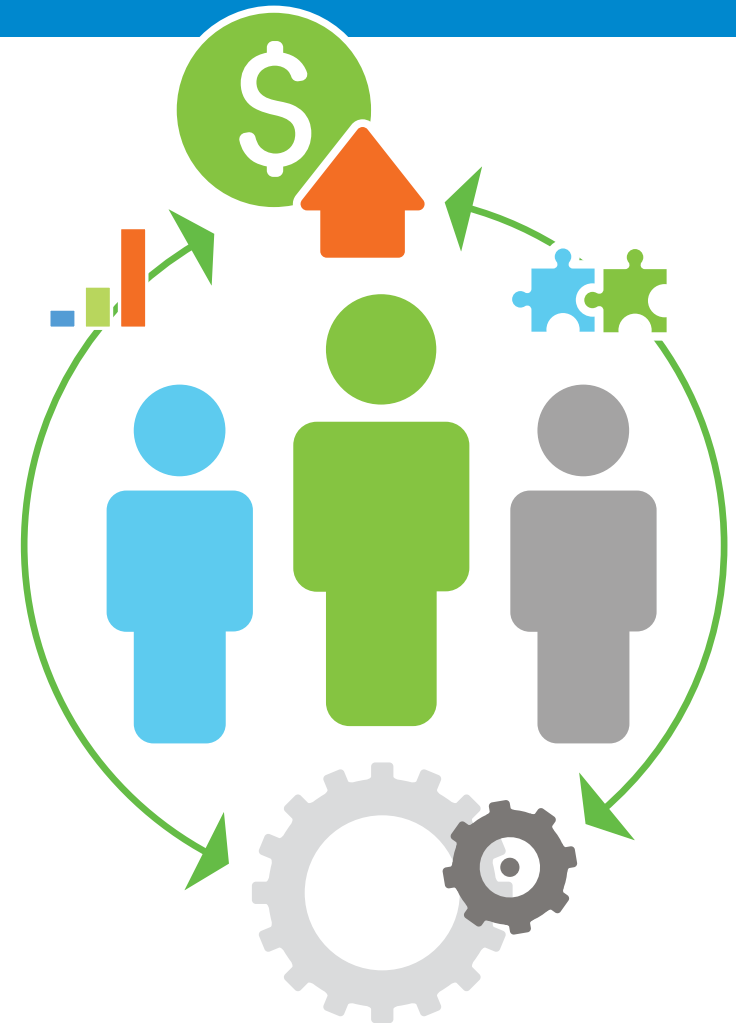






# Recipes FOR Success

## How to Develop a High-Performing Sales Team

Whether you have a team of two or a team of 15, you want your sales reps to be productive and help your business grow. By following this simple recipe, you can better position your team for increased success.



### Key Ingredients:

-  Profile of who you want to talk to
-  List of qualifying activities
-  Consistent process for handling leads
-  The right sales collateral

-  Company's growth plans
-  Current tracking of sales activity
-  Annual contract values
-  Monthly recurring revenue

## 1. Qualify leads and opportunities

Cook up a clear definition of what a lead is by stirring together **the profile of who you want to talk to** (*companies of certain size in certain verticals, a contact with the right title, etc.*) and **a list of qualifying activities**, such as downloading a piece of content or opening an email. This will filter leads so your sales team can use their time more effectively.

Decide what questions need to be answered to turn a lead into an opportunity. For example, what is the pain point? Does the prospect have the money—and motivation—to fix the problem? What is their time frame? If it's too far out, they aren't an opportunity yet.

## 2. Establish a sales process

Blend in **a consistent process for how leads and opportunities are handled**. For example, you might have one person who's responsible for cold calls, and warm leads and hot leads will need a different number of calls and emails. Get your team up to speed on this process so they know exactly how to handle different types of leads. And be sure to arm them with **the right sales collateral** to help prospects along their buying journey.

## 3. Build a repeatable model

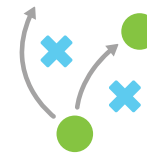
Then, whip up a solid sales model by combining your **company's growth plans** with **current tracking of your sales teams' activity** (*calls per day, deals won, etc.*). Use a sales activity calculator, such as [this free one from OpenView Venture Partners](#), to create a sales model that defines the number of calls, meetings, and demos your team should be doing, what your win-rate should be for qualified opportunities, and the average deal size you should be targeting. From there, you can set measurable sales quotas for your team that drive the goals of your organization.



## 4. Define a comp plan

Mix **contract values** and **monthly recurring revenue** with sales quotas to determine which incentive plan will fit your revenue model and motivate sales reps effectively. [Check out our example plans for more detail on these three options.](#)

- **Annual Contract Value** - compensation is based on the value of the annual contract
- **Total contract value** - a lump sum is tied to the assessed total value of the contract
- **Monthly recurring revenue** - incentives are paid monthly based on customers' fees



### Be a Partner

The most effective way to connect with a prospect is to position your company as a partner, not a vendor. Teach sales reps to ask questions to uncover a prospect's needs and then help the prospect operate more efficiently with your company than without it.



### Be ready to scale

Having a top sales team isn't enough. You need to have a plan in place for how that team will keep up with the growth of your company.

