

How to Develop a Sales Scaling Mindset (Not Just For Startups)

Once you've made that magic 10th sale, you're ready to start scaling, right? As a CEO, you'll want to grow your brand, but to encourage sales takes a lot of preparation, care and planning. In this article, we'll set out everything you need to develop a sales scaling mindset. We'll delve into marketing strategies, hiring processes and forecasts for successful sales scaling.

Building the dream team



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When it comes to hiring, most people tend to think from the top down. You have a CEO, so you might think the next step is a Sales Manager or Vice-President. However, it is important to save these executive roles. Instead, prioritize tactical staff and building your business first. Hiring on the lower rungs can also decrease your [sales compensation](#), allowing you to maximize profits.

Tactical hiring should begin with Sales Development Representatives (SDRs). Their job is to investigate prospects, generate leads and fine-tune the sales process. By working through [sales objections](#), the SDR will learn the best sales protocol. Then, they can pass that on to future staff.

Meanwhile, the CEO will concentrate on overall brand strategy. They will only deal with crucial deals and important client relationships.

The SDR builds the network and a smooth-sailing sales protocol. Then, hire Account Executives to conduct market research, build client relationships and close deals. Building your staff in this way. means they will grow with your brand and will always be in a sales scaling mindset.

Next, you can consider hiring a Customer Success Manager (CSM). They will help clients with their products whilst upselling products to increase profits. With [86%](#) of customers saying they would pay for better customer service, it's clear that a CSM is an investment.

Finally, consider hiring a Revenue Operations Manager. They are crucial once you have many members of staff to facilitate communication between departments using systems like the [Enterprise VOIP solution](#). They also track sales and put in place tools so you can identify areas to improve. If you're ready to take your business to the next level, hiring in Revenue Ops is a great idea.

Who to hire?

It's important to remember that scaling sales is all about motivation. This doesn't always mean experience, so prioritise enthusiasm over experience. It's more important to hire someone who fits your company values regardless of their experience.

Hiring a motivated member of staff is a great investment. Research shows that companies with motivated employees generate [27%](#) more profits.

Another great tip is to hire two-by-two. That way, employees always have a supportive and understanding colleague to work with. This support is especially important if you are hiring new people. Support helps build confidence and create better employees in the long run.

Work hard, play hard



Image Credit: Jason Goodman on Unsplash

Any good boss knows that investing in your staff and creating a great company culture is key to creating a sales scaling mindset. Growth isn't all about the numbers, but keeping your staff motivated with a positive outlook.

One great way to do this is through an empowering company culture. Everyone knows that sales can have high burnout rates because staff prioritize sales targets over their

health and well-being. So, create a strong company culture in which employees work hard but take rest when needed.

To create an empowered company culture, employees should be able to talk to line managers at any time. Integrating phone systems like a [hosted PABX](#) can ensure quick and easy communication.

Another great way of a positive working culture is offering rewards. Track employee progress using software like [Quotapath](#) offer rewards accordingly. Be creative with the incentives you offer and make sure they reflect your brand values. For instance, if you're a remote business, why not offer a home office stipend? This not only motivates employees but attracts and retains talent that meets your company values. With [91%](#) of HR workers believing rewards encourage employee loyalty.

Strong teams, strong training

Training and onboarding is essential for scaling scales. Make sure it goes beyond just information about the company. This might include key sales data, market information, customer knowledge and product specifications. All staff should be involved and training should be an ongoing process to encourage continual growth.

You can use incidents in the company as a learning exercise for all staff. For example, if a sales representative has had to deal with a difficult [client](#), deliver a seminar on how this situation could be handled for all sales staff.

Simple scaling strategies



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When it comes to your marketing strategy, it's key to identify your sales channel. Do you want to use Direct-to-consumer. Channel partner? OEM? Focus on one sales channel when building your brand. This means your sales team won't be spread too thin and you don't generate channel conflict. In short, keep things simple to start with.

Keeping things simple also means you can prioritize one type of sales channel and client. This leads to better client relationships and communications. This can also be improved through the use of software like [virtual switchboards](#). These are great for client relations and avoid frustrating phone operators. This means your clients be in touch with your team quickly and directly.

How to track your progress

To maintain a sales scaling mindset, establish Key Performance Indicators for your industry, company and goals. How much profit should you expect to make? How many leads should you

generate? It is important to have goals when it comes to sales scaling. Providing goals for your employees motivates and encourages them to work hard.

Many tools can help you to track KPIs, such as Customer Relationship Managers, or CRMs.

Automatize and analyze

CRMs automate and analyze your data whilst track your progress. They are crucial to helping identify areas for improvement. For example, you might notice you need to improve in a specific region or customer segment. Using automated tools for this analysis will save you time and money. Meanwhile, you can optimize your staff and scale your sales.

You can also use CRMs for effective [budget email marketing](#). With all your customer details in one place, send out company messages easily and track campaign performance.

Preparing for the future



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An important part of a sales scaling mindset is future planning. Create forecasts and marketing strategies to improve your brand.

Forecasts should be a transparent balance of growth and costs. If you are not realistic when it comes to planning, your business is doomed to fail.

Make sure that your Loan-to-Value ratio is at least 3-5 times the cost of acquiring a customer. If it's too low, you're probably charging too little. But if it's too high, you might be forcing growth a little too aggressively. Try to find a balance to encourage sustainable sales scaling.

Don't be afraid

Those new to sales can sometimes be afraid of 'cold outreach'. This is reaching out to clients they have had no contact with before. But, a killer message and professional appearance, can generate crucial sales.

Make sure you have a stylish [monogram](#), a great headshot and crisp product images to show off to potential clients. Pair this with a concise, impactful message and you might just have made a sale. As a manager, keep [track](#) of who is taking risks to generate sales. This can be a great way to assess employee performance and generate growth.

Sales Scaling = Motivation and patience

Scaling sales might seem like a scary task, but with these few simple steps and a little bit of patience, growth is sure to come.

Key to ensuring growth is creating a motivated sales team. Hire people who match your company's values and goals. Make sure to motivate employees with rewards. It's also important to prioritize employee wellbeing.

At first, keep things simple, that means your staff and your approach. Hire core members of staff to carry out sales objectives in key areas. This will encourage focused and effective sales strategies which will promote company growth. Planning is also integral to scaling your scales. Create plans and infrastructure using systems like CRMs and forecasts to ensure your company is on the right track.

Overall, scaling your scales comes down to preparation, motivation and focus. Add a little patience and you will see your company grow soon enough.