



Welcome to

# Sales Certification Jobs Program

Sales 101

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# Agenda

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- Question from the last week
- Sales Definition
- Different Types of Sales Teams
- Structure and Types of Sales Teams
- Inside Sales Team
- Key Performance Indicators of Sales Teams
- Inside Sales Funnel
- QnA

# About Sales

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Sales is a crucial part of any business, as it is the driving force behind revenue generation and growth. Without effective sales practices, it is difficult for a company to succeed and sustain itself in the long run. Sales have been referred to as the "lifeblood" of a business, as it is what keeps the business alive and thriving.

# About Sales



Sales can be defined as the process of persuading a potential customer to purchase a product or service. Sales is a critical function in any business, as it drives revenue and helps to ensure the success and growth of the company. Sales professionals use a variety of techniques and strategies to build relationships with potential customers, overcome objections, and close deals.

# Various Types Of Sales Teams

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1. **Inside Sales Team:** Inside sales teams work from a centralized location, such as a call center or an office, to sell products and services over the phone, email, or other digital channels. Inside sales teams are often focused on generating leads and closing deals with customers who are in the early stages of the buying process.
2. **Field Sales Team:** Field sales teams work outside the office, visiting potential customers at their place of business or in their homes. Field sales teams are typically responsible for building relationships with customers, presenting products and services, and closing deals.
3. **Retail Sales Team:** Retail sales teams work in brick-and-mortar stores, helping customers to find the products they need and making recommendations based on the customer's needs and preferences. Retail sales teams are typically focused on generating sales in the short term and building customer loyalty in the long term.
4. **Direct Sales Team:** Direct sales teams work with customers in a one-to-one setting, either in person or over the phone. Direct sales teams are responsible for building relationships with customers, presenting products and services, and closing deals.
5. **Channel Sales Team:** Channel sales teams work with intermediaries, such as distributors and resellers, to help promote and sell products and services. Channel sales teams are responsible for building and maintaining relationships with these intermediaries, providing support and training, and ensuring that the intermediaries are successful in promoting and selling the company's products and services.

The structure of a sales team can vary greatly depending on the size and type of organization.

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1. **Start-up or Small Business:** In a small business, the sales team is typically small, with one or two salespeople reporting directly to the CEO or business owner. There may not be a separate sales manager, and the sales team may be responsible for both business development and customer service.
2. **Mid-sized Business:** In a mid-sized business, the sales team may be larger and more structured, with a separate sales manager and several sales representatives reporting to them. There may also be a separate business development team responsible for securing new customers and partnerships.
3. **Enterprise:** In an enterprise, the sales team is often highly structured, with multiple layers of management and different teams specializing in different product lines or customer segments. There may be regional sales managers overseeing sales teams in different geographic locations, as well as account executives responsible for managing relationships with the company's largest and most strategic customers.
4. **B2B vs B2C:** The structure of a sales team can also vary depending on whether the company sells to other businesses (B2B) or directly to consumers (B2C). B2B sales teams may focus more on building long-term relationships with a smaller number of customers, while B2C sales teams may focus on high volume and quick sales.
5. **Global organizations:** Global organizations may have a centralized sales team responsible for coordinating sales activities across different countries, as well as regional sales teams responsible for selling in specific countries or regions.



There are several reasons why companies prefer inside sales as a strategy:

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1. **Cost savings:** Inside sales is often less expensive than traditional field sales, as it eliminates the need for sales representatives to travel to meet with potential customers. This can result in significant cost savings, especially for companies with a large sales team.
2. **Speed and efficiency:** Inside sales can be faster and more efficient than field sales, as sales representatives can make a large number of calls and send a large volume of emails in a single day. This can result in a higher volume of sales in less time.
3. **Scalability:** Inside sales can be more scalable than field sales, as it is easier to add more sales representatives to an inside sales team than it is to add more field sales representatives. This can allow companies to grow their sales rapidly as their business expands.
4. **Data-driven approach:** Inside sales teams often have access to a wealth of data and technology that can be used to drive sales. This includes customer relationship management (CRM) systems, marketing automation tools, and analytics platforms that can help sales representatives identify and prioritize high-value leads, personalize their interactions with customers, and track their performance.
5. **Customer insights:** Inside sales teams can also gain valuable insights into customer behavior and preferences by engaging with customers over the phone or through email. This information can be used to inform product development, marketing, and overall business strategy.



Overall, inside sales can offer many benefits over traditional field sales, including lower costs, higher speed and efficiency, scalability, and a data-driven approach that can result in deeper customer insights. However, it's important to note that not all companies or products are well-suited to an inside sales approach, and it's important to carefully consider the strengths and limitations of both inside sales and field sales before making a decision.

# KPIs of Sales Teams



The key performance indicators (KPIs) or key result areas (KRAs) for B2B and B2C sales teams can vary depending on the specific goals and objectives of the company. However, some common KPIs for both B2B and B2C sales teams include:

- **Revenue:** This is one of the most important KPIs for both B2B and B2C sales teams, as it measures the total amount of money generated from sales.
- **Sales quota attainment:** This KPI measures whether the sales team is meeting its sales targets, and is an important indicator of overall sales performance.
- **Average deal size:** This KPI measures the average value of each sale, and can be used to assess the overall strength of the sales pipeline and the effectiveness of the sales team's sales process.
- **Lead conversion rate:** This KPI measures the percentage of leads that are converted into paying customers, and is an important indicator of the effectiveness of the sales team's lead generation and qualification process.
- **Customer acquisition cost:** This KPI measures the cost of acquiring each new customer, and is an important metric for assessing the efficiency of the sales and marketing processes.
- **Customer lifetime value:** This KPI measures the total value that a customer is expected to generate over the course of their relationship with the company, and is a key indicator of the long-term health of the sales team's customer base.
- **Sales cycle length:** This KPI measures the length of time it takes for a sales team to close a deal, and is an important metric for assessing the efficiency of the sales process and identifying opportunities for improvement.

# Understanding Inside Sales funnel & structure:



The inside sales funnel refers to the process a potential customer goes through as they interact with a company's sales team. The structure of an inside sales funnel typically includes the following stages:

1. **Awareness:** This is the stage where the customer becomes aware of the company's product or service. This could happen through various channels such as advertising, referral marketing, content marketing, etc.
2. **Interest:** At this stage, the customer shows an interest in the product or service and wants to learn more about it. They may visit the company's website, attend a webinar, or engage in a conversation with a sales representative.
3. **Evaluation:** In this stage, the customer evaluates the product or service, comparing it to similar offerings from competitors. They may ask for demos, request for a free trial, or request a proposal.
4. **Decision:** This is the stage where the customer decides whether to make a purchase. They may ask for more information, negotiate terms, or ask for discounts.
5. **Purchase:** If the customer decides to make a purchase, they move on to the final stage of the funnel. They may place an order, sign a contract, or make a payment.
6. **Post-purchase:** This is the stage after the customer has made a purchase. It is important to follow up and ensure customer satisfaction, as this could lead to repeat business and referrals.

It's important to note that not all customers will go through the entire funnel and make a purchase. Some may drop off at any stage, and it's up to the sales team to identify and address the reasons for this. By understanding the inside sales funnel, companies can improve their sales processes and increase conversion rates.

**Awareness**

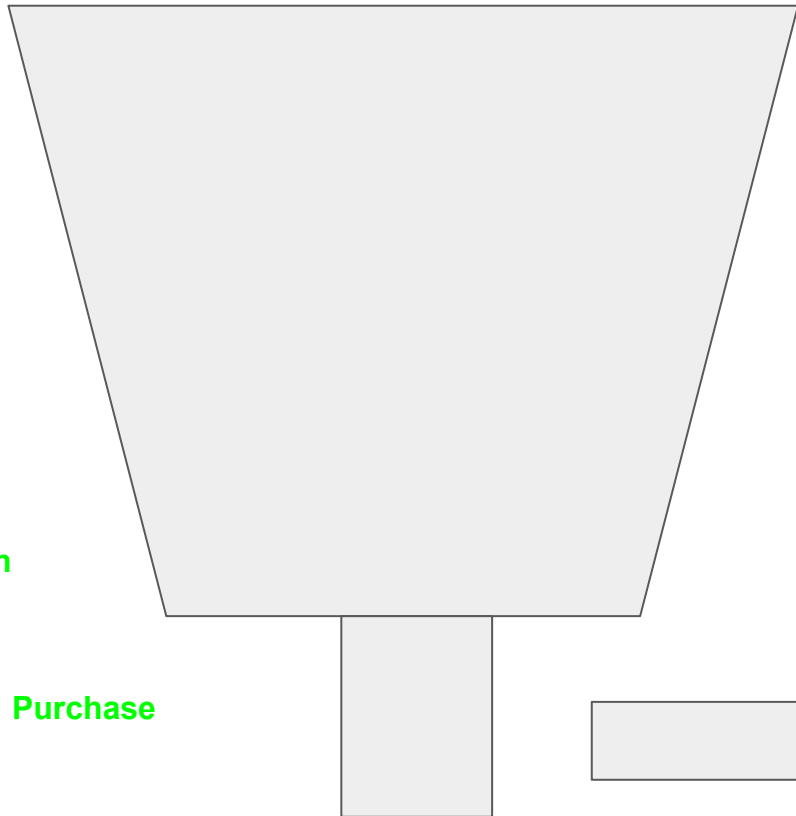
**Interest**

**Evaluation**

**Decision**

**Purchase**

**Post-purchase**



# Q&A

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