



5 ESSENTIAL STEPS FOR BUILDING A HUNTER CULTURE

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5 Essential Steps for Building a Hunter Culture

In the world of sales, there are 3 types of reps: hunters, farmers, and dying. Most sales teams have realized that developing a group of reps who prospect for their own leads and build their own pipeline rather than simply following up on inbound leads and farming current customers for repeat orders is essential for driving growth. Order-taking farmer reps will get you only so far.

But being a successful hunter ain't easy. In the wild, predators can spend days stalking their prey before they finally land their prize, and in the sales world, it might take months of arduous work before a hunter finally turns a prospect into a client.

That's why sales leaders must do their part to create an environment where their hunters can operate like finely tuned machines who take down deals and — in the process — reap rewards for the entire team. By following these five crucial steps, you can foster a successful hunter culture within your sales team.

1 A hungry hunter is a motivated hunter.

Motivation doesn't come when you're fat and happy; it comes when you're lean and hungry. You may think that passing inbound leads to your hunters will help inspire them to find more on their own, but in fact, the opposite ends up happening.

Just like wild animals who end up in the zoo and become dependent on daily feedings, once hunters are accustomed to receiving inbound leads, they lose their drive to find them on their own.

To keep them motivated to hit their quotas and earn their commission, you have to starve them so they'll work that much harder to find new clients. The motivation will come from landing those deals and seeing the reward in their paycheck each week.

2 Point them in the right direction.

Starving your hunters doesn't mean sending them out into the world aimlessly. The most successful hunters are provided with the intelligence they need to hone in on the targets that show the most client potential.

But since a hunter should have one job and one job only — hunting — your team should be comprised of members in supporting roles whose job is to give your hunters the tools they need to work as effectively as possible at all times.

One such position is the operations researcher who, through careful investigation and analysis, develops clearly defined Ideal Customer Profiles, or ICPs. With these ICPs in hand, your hunters can dedicate 100 percent of their time to pursuing model clients rather than wasting time going after the wrong targets or doing the research on their own.



3 Make sure your hunters are well cared for

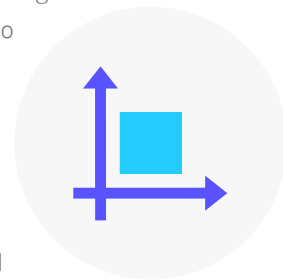
Hunting is hard work — work that requires patience, persistence and perseverance. Most people can't stand being told "no" once a day, let alone 99 times out of a hundred. But that's what hunters have to endure in order to be successful. Consequently, they should be paid twice as much — at least — as your inbound sales team, or farmers, who simply call on the warm leads the hunters brought in and take the easy orders. Also, think about structuring comp packages with significant upside for hunters who over-achieve targets. Having a big prize in your sights is a powerful motivator.

4 Equip your hunters with the proper tools.

What's true for mechanics is true for hunters — to do the job right, you need the right tools. Thankfully, salesmen today have never had it so good. The days of powering through call lists, following up with manual emails, and scheduling tasks to remember to call back in a few days are long gone.

Now hunters have access to Sales Engagement Platforms that help them identify and execute the right cadence of activities to land meetings with each of their prospects. These tools allow them to orchestrate outreach across email, phone and social channels, and to accurately detect responses and respond

Now hunters have platforms that help them identify and execute



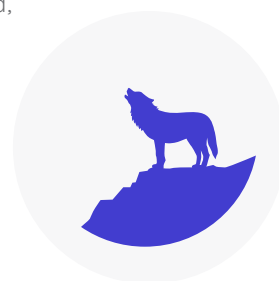
accordingly. Not only that, but because sales reps execute all of their selling activities in the system, these tools have access to data that's never been captured before, much less in a single place. By looking at activity history, these systems learn which patterns of activity drive results with a specific persona, which messages and content work best, which channels and timing are optimal. And that's the holy grail. These solutions are game changers for hunters and once you try them, you'll never go back.

5 Celebrate every victory.

We all know how tough sales can be. It takes eight touches (or more) just to land a meeting. That's an awful lot of "no's" before finally hearing a "yes"! Without regular positive reinforcement, even the most tenacious hunters will eventually lose their motivation and throw in the towel.

Teams with successful hunter cultures celebrate every win, no matter how small. They track meetings and sales on whiteboards for everyone to see. They cheer, they play music, they have office happy hours on Fridays — whatever it takes to keep the team engaged, motivated and filled with positive energy.

There's a reason why the concept of the hunter culture is still embraced by the most successful sales teams — because it works. But cultures are not born; they're made. And while it's the hunters' job to bag clients, it's the job of their leaders to develop a culture that will help ensure success for everyone on their team.





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