

Enixan

Structure of the sales
department

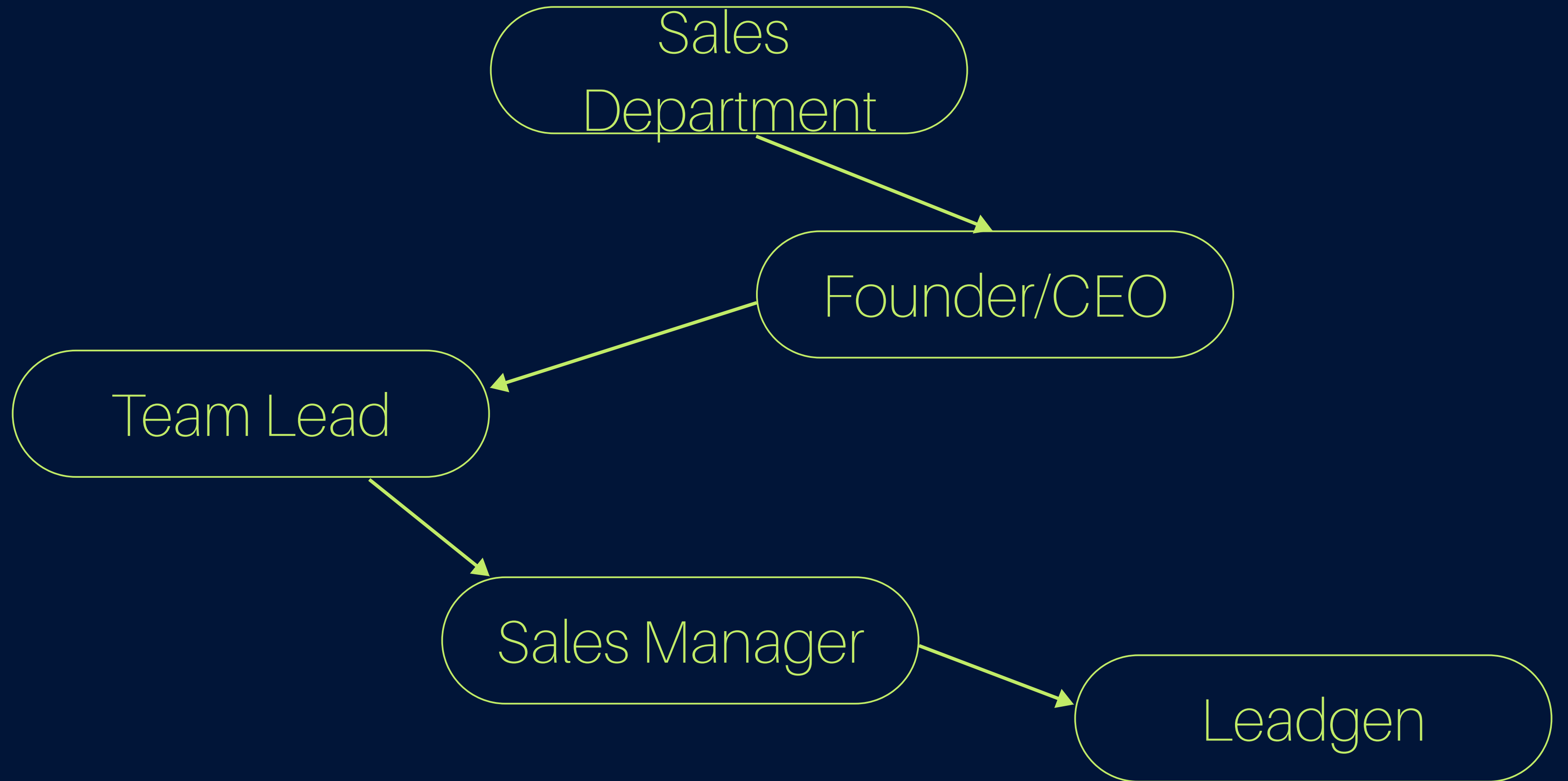
KPI's

Scope of work

Service

Team help

Financial plan



Scoupe of work

First month: Get to know better the company and procesess
Second month: Work with leads
Third month: Managing and gaining hot leads

First month

Week 1: Learn everything about the company, clients and procesess
Week 2: Create a base in notion with a sales flow and new procesess
Week 3: Update existing information

Second month

Week 1: Check partnersheeps
Week 2: Use different approaches to leads from the industry
Week 3: Use new platforms to get new leads

Third Month

Week 1: Manage the job of Leadgen
Week 2: Gain more leads to the CRM
Week 3: Convert leads from cold to hot

Service

Working with Waterfall and
TM strategies

Outsource

- 1: Develop a project from the scratch
- 2: Support existing project

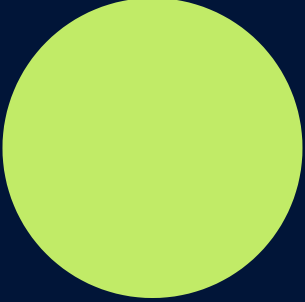
Outstaff

- 1: Sell devs/designers/qa's to the clients needs

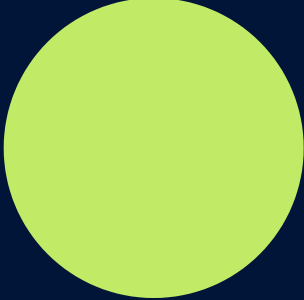
Dedicated Team

- 1: Build a dedicated team for the clients
- 2: Consulting session

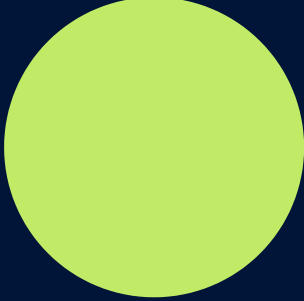
Support from the team members



For the introduction call it will be enough of sales manager to handle everything by himself, but sometimes if lead is technical and we have a clear understanding how we can help I would like to take a technical person on a call with me, so we can discuss the idea with details from technical side it can be a PM or a Senior lvl developer or designer.



For the second call where we usually present the proposal with estimation, would be nice to have a technical person on a call with a sales manager, so we can give a client better understanding from technical side



Sales department need help from technical side, so would be nice to have someone who can do an estimation for the client

Extensions for work

The list of extensions that
help to gain new leads

Linkedin

- 1: Sales Navigator
- 2: Lusha (to open contacts info)

Upwork

- 1: Gig Radar (optional)

General

- 1: CRM system
- 2: Loom, Trello, Figma, Notion, Jira
- 3: Last Pass

KPI's

Platform	Lead	Meeting	Won
LinkedIn	100	20%	5%
Upwork	20	30%	20%
Outreach	100	50%	5%
Inbound	?	100%	20%

Financial plan

Min month revenue * 20% > Fixed Salary + 3/5% * Min month revenue

Platform	Monthly price	Revenue in a month	Revenue/price in a year
Sales Manager	2000\$	12000\$	150000\$
Leadgen	1000\$	6000\$	75000\$
CRM (Pipedrive)	\$99		1188\$
Loom	\$12.50		150\$
Sales Navigator	150\$		1800\$
Lusha	\$99		1188\$



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