Overpass Blog

Refining Your Flow - 3 Tips On How To Manage Your Remote Team's Sales Process

Posted by Chris Bell on January 31, 2018

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Whether you're running a new venture or you're a business veteran, building and running an inside sales team can be immensely rewarding. Here are some ideas to help you identify your goals, set expectations appropriately, and optimize your team's performance. Understanding the process of your campaign is vitally important to managing your team.

The proper business flow - identifying your campaign process to achieve success

By looking at your product and your target market, you can create a successful sales process and flow for your campaign, and help your reps achieve success.

The process needs to include the stages that will lead the call to a close and the skills required to complete the process.

For example:

- Stage One: A rep sets appointments for a demo call
- Stage Two: A business development rep conducts the demo, gathers information from the prospect, then passes off the lead to one of your account executives
- Stage three: The account executive closes the sale

What your team can achieve - setting goals

Now that you have your business flow, you can pin down expectations. This can be harder than it looks. Setting goals can be difficult for a new team, especially when there's no prior performance data. Unless expectations are achievable, they're worthless.

You want to set your expectations in the form of KPIs (Key Performance Indicators) These are the hard goals for your team.

The best way to set reasonable key performance indicators is to make the initial series of sales calls yourself. At the very least, an initial campaign should be carried out with at least two phone reps so that you can compare their performance data against each other. As your campaign evolves, so will your expectations.

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Two measurable factors that are important to understand are effort versus production. Understanding how effort and production work together plays a vital role in understanding agent performance.

For example, a rep who has a lot of hustle and logs a large volume of calls with very little success is a different problem than another rep who closes easily but doesn't log a large volume. Understanding both effort and production are imperative to successfully training team members. This should be represented in the KPIs you set.

Ongoing monitoring and team training

Now that you have your KPIs and expectations in place, you can begin your campaign and track your team's performance.

- Call review: The biggest source of information and insight into your team performance are your customer interactions. These can be accessed either by live monitoring or listening to past recordings.
- Numerical performance: This is also vital to understand. A rep who has a high number of incorrect numbers, for example, tells a different story than a rep with a high number of "not interested" outcomes. Ongoing monitoring and refinement of your team's performance will help you and your reps succeed.
- Adjust and Refine: As your campaign proceeds and data comes in, you can determine areas of improvement for your reps, such as:
  - Sales script
  - rebuttals
  - Product knowledge
  - Time management
  - Workflow management

Let us know how this works for you. Do you have ideas that you'd like to share with us? The Overpass team is devoted to helping you make your remote team better. Email us at info@overpass.com or tweet to us at @weareoverpass

Topics: Insider, Overpass Team, Remote Phone Teams, Sales Process

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The curator of content at Overpass, Chris shares great ideas about sales, outreach, and how to leverage the Overpass marketplace to achieve success.
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