

How to build a successful sales organization in a transportation company

Part 3 - Training, defining success & ROI

In part 3 of 3 on how to build a successful sales organization in a transportation company, learn tips and advice on training your salesperson, defining success and lead generation, ROI, and more.

Training your salesperson

- Teach your salesperson what exactly you do and don't do — what value do you bring to the market?
- Ensure your salesperson understands who your ideal customer is — this includes information like how much revenue do they do annually? What is their buyer persona?
- Check your salesperson's pipeline to ensure the opportunities in there align with your definition of an ideal customer

Determining success & lead generation

- Co-create together what success looks like for your salesperson
- Allow your salesperson to share what they hope to make in the future. From that number, reverse engineer what targets they need to hit each quarter to achieve that
- Determine how your salesperson is going to get leads into the pipeline — will you outsource lead generation or will they do it themselves?

Processes & tools

- Respond and react with processes. You want to build processes together as you go to ensure they are all necessary.
- Implement a process when it'll help make your salesperson more efficient or free up their time, so that they can focus on selling
- Choose tools that help automate processes or provide insights. For example, an email automation tool or Rose Rocket, which can provide analytics on how your salesperson is doing.

ROI

6 months

- Looking for a full pipeline
- Is there enough in the pipeline to satisfy the next quarter?

Year 1

- Should have enough pipeline to start making quota (or close to) by month 12
- Want the salesperson trending "up and to the right"

Year 2

- Start looking at payback period
- If you compensated your salesperson with a base salary + commission, you should start seeing that you're making some of the money back that you frontloaded in the early days