

Sales Staffing Plan



Goals of all Sales Staff:

- 1) to generate income for themselves by
- 1) achieving the goals of ClientPlaza

Both goals will be evident in most activities. Both are designated "1)"

Optional goal:

Develop Skills and Career: To notice, create, and act on opportunities.

Rewards for staff:

Membership in an exclusive team.

Not less than 15.00/hour.

Inbound Client calls are paid for out of the base pay. Converting these calls to Requests for Service generates the need for an outbound Sale, which adds to the Team's results.

Pay is determined by Team performance. The Team's achievement is equally distributed.

Target average outbound sales cycle: 30 minutes (average has been about 20 so far)

TeamRate: The Team's achievement, in dollars, divided by number of hours worked by all Team members that month.

Each person gets the **TeamRate** for the month * the number of hours they worked.

TeamRate doesn't start from scratch every month. An as yet undetermined amount of the previous **TeamRate** carries on to the next month.

Looking at each person's resulting pay, the Team can decide to increase and decrease a small percentage of each member's pay, while maintaining the total Team pay. That is, the Team divides up their rewards. The proposed division is approved by the CMO.

Targets achieved as a Team increase TeamRate.

Targets Determine TeamRates:

(SP = Service Provider)

- A) Less than 50 outbound SPs signed up per FTE Team Member this month
15.00 / hour + Outbound SP Signup: \$3.00
- B) 50 - 100 outbound SPs signed up per FTE Team Member this month
15.00 / hour + Outbound SP Signup: \$5.00
- C) 100 - 200 outbound SPs signed up per FTE Team Member this month
15.00 / hour + Outbound SP Signup: \$6.00
- D) More than 200 outbound SPs signed up per FTE Team Member this month
15.00 / hour + Outbound SP Signup: \$11.00

Example: Team of 4ppl (e.g.: 150hrs+155+130+120=555hrs) signs 900 outbound SPs:
 $900 * 11.00 = \$9900$... $9900 / 555 = \$17.84/hr$... $17.84 + 15/hr \text{ base} = 32.84/hr$
TeamRate = 32.84 / hr

Well worth it! Also, I vow to provide a good living for my colleagues and thereby create a tight, skilled, diligent, veteran, loyal, and proud group. I will not use people like slave labour to squeeze a few extra dollars of short-term margin just because I can. That's immoral – it's also stupid business.

Rationale for teamwork:

The best way to generate sales is to make a relationship with prospects, to travel the sales cycle with every Service Provider.

Prep work is required: identifying/qualifying prospects, finding accurate email addresses, intro emails, contacting gate keepers, asking for a telephone appointment, finding out gatekeeper and decision-maker names, and the rest of the sales cycle.

One person has a hard time doing that. A team can achieve more. Plus it's fun.

Example Division of Labour

Jobs:

Inbound SPs:
Question/help
Sign up

Inbound Clients:
Sign up
Question/help

Outbound SPs:
Research, Mapping,
Sales Cycle Support
Team Development