pax8 Academy

SO, YOU WANT TO HIRE A SALESPERSON?

Syllabus

Last updated: September 2023

Course Overview

Many MSP business owners, who are just starting out, dislike doing sales, avoid doing sales activities, and can't wait to hire a salesperson and pass on the responsibility of sales to them. In their eagerness to hire someone else on, they may skip over the important steps of preparation, goal setting, and sales department planning.

In this course, you will learn why you need to plan for a sales department, not just hire a salesperson. You'll learn what an effective MSP sales department looks like, the roles and responsibilities of each team member, and when to hire each person for maximum value. We'll discuss how to pay your sales team members to increase motivation and maintain company profits. We will also cover common sales KPIs (Key Performance Indicators) for sales roles and using data to measure performance. Finally, learn some best practices for hiring and questions to ask during the interview.

Sales roles you'll learn about include:
- Sales Admin
- Account Manager
- Sales Hunter
- Sales Manager

What You'll Get

- 4 hours of virtual, interactive, instructor-led content taught by an experienced MSP sales expert.
- Downloadable videos* of the content you can rewatch at your convenience.
- Downloadable slide decks, handouts, and resources.

Learning Objectives

By attending this course, you will learn
- When to hire your first salesperson and why it's important to create a sales department
- What an effective sales department looks like including roles, responsibilities, pay, and KPIs
- Why a Sales Admin should usually be your first hire for your sales department
- The differences between Account Managers and Sales Hunters and why both are needed for client retention and advocacy as well as lead generation and acquiring new clients.

*Videos will either be recordings from your session, or they may be previously recorded material in which partner faces and voices have been removed. It is recommended to attend courses live to reap the full benefits of Q&A with the instructor and class.

Schedule of Topics

- Session 1: Change your mindset
  - Why you need a sales department, not just a salesperson
  - What is the clutter on your plate and what could you delegate to a new hire?

- Session 2: Who should hire and why?
  - Overview of the different roles to have on your team and the best time to hire them

- Session 3: Your first hire – Sales Administrator and Account Manager
  - What are their roles/responsibilities? How do you pay them? What should their KPIs be?

- Session 4: Your next hires – Sales Hunter, Sales Manager, and hiring best practices
  - What are their roles/responsibilities? How do you pay them? What should their KPIs be?

Instructor

Jeremy Nelson
Sales Coaching Manager

Email: jnelson@pax8.com
LinkedIn: https://www.linkedin.com/in/jeremy-nelson-/

Next Steps

Explore your next step with Pax8 Academy:
- On-Demand Content
  - Sales Skills 101
  - Improving your Sales Machine
  - Marketing for First Time MSP Business Owners
- Instructor Led Course
  - Jumpstart your MSP Sales Machine
- Peer Groups
  - Join a Sales and Marketing or Owner Peer Group
- Coaching
  - Sign up for Sales or Operations Coaching