pax8 Academy

HIRING, MANAGING, AND LEADING YOUR SALES TEAM

Syllabus

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Course Overview

Hiring, Managing, and Leading Your Sales Team is a four-week course that will cover the essential roles of a best-in-class sales department, as well as when to hire for each of these sales roles. Participants will learn key skills for hiring a sales hunter, including interviewing techniques and the specific qualities to look for in potential candidates. Additionally, the course will delve into establishing KPIs, setting sales targets, and creating effective commission structures for sales hunters. Finally, the course will address leadership strategies for managing sales hunters, including how to become an effective sales leader.

The overarching goal of the courses is to help MSPs find, develop, and lead their salespeople.

This course is designed for owners, sales managers, and CROs of MSPs.

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:
- Understand what a best-in-class sales organization looks like
- Build job descriptions for the sales roles on your team
- Develop interviewing questions and skills for salespeople
- Establish KPIs that matter and set sales targets
- Create effective sales meetings for your team

*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 gain the full benefits of Q&A with the instructor and class.

Schedule of Topics

- Week 1
    - Overall review of what a best-in-class MSP sales org looks like
    - Review job descriptions for a sales administrator and a sales hunter
    - How to keep account management separate from your sales team
    - When to hire people for your sales team

- Week 2
    - Hiring a sales hunter
    - Interviewing skills, process for interviewing, questions to ask, soft skills to look for, sales hiring assessments, and where find candidates

- Week 3
    - Establishing KPI's that matter
    - How to pay your sales hunter
    - Setting sales targets (quotas)

- Week 4
    - Leading sales hunters
    - Establishing weekly 1:1's
    - Sales trainings for your team

Instructor

Keith Marchiano
Senior Executive Coach

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Next Steps

Explore your next step with Pax8 Academy:

- On-Demand Content
    - [Results Selling Framework](#)
- Instructor-Led Course
    - [Results Selling Framework](#)
- Peer Groups
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