

The Five Key Components of a Sales Mission for High Performing Sales Teams



A Guidebook from M Sales Growth Advisors

www.msalesgrowth.com



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About M Sales Growth Advisors

Strategic Sales Growth for Small Businesses

M Sales Growth Advisors was founded by Scott Moss with a single mission: **Empower Small Businesses to Achieve Greatness**. He personally approaches each client with fresh eyes to develop unique sales strategies that leverage sales enablement technology, continuous coaching, thought leadership content, accountability to KPIs, and a defined, repeatable, and scalable sales process.

Scott has over 30+ years of direct B2B sales experience as a producer and leader. From the C-Suite to the small business owner and from the venture-funded start-up to the mature diversified enterprise, he understands the challenges each face, how to overcome them, and what success means for each client.

Some of the impressive companies he has helped include FortifID, Intelligent Technical Solutions, Republic, geoAMPS, The Vertical Collective, Gloss, UBX Cloud, JUICE, Web 2 Market, Brightworks Group, Geriatric Medical, Simplex-IT, BrightWire Networks, Agency Breakout, Bell Falls Search, DigitalC, TEGAM, Hustler Marketing, Master Printing, Aronetics, Mezu, Premier Equipment, Embrace Pet Insurance, Proformex, viperks, BI Worldwide, Point to Point, Bridgeline Digital, Easy2 Technologies, and Cardinal Health.



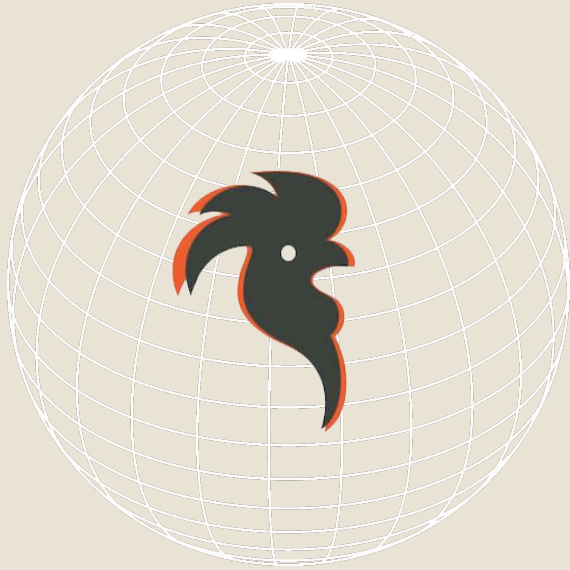
Why You May Need This Guide

Your sales team calls on any company in any industry without pre-qualifying it.

Your marketing team approaches lead acquisition with scatter-shot tactics.

Your client portfolio is comprised of companies that don't align well with your core offering.

You're not winning the deals that you clearly should win and you want to change that.



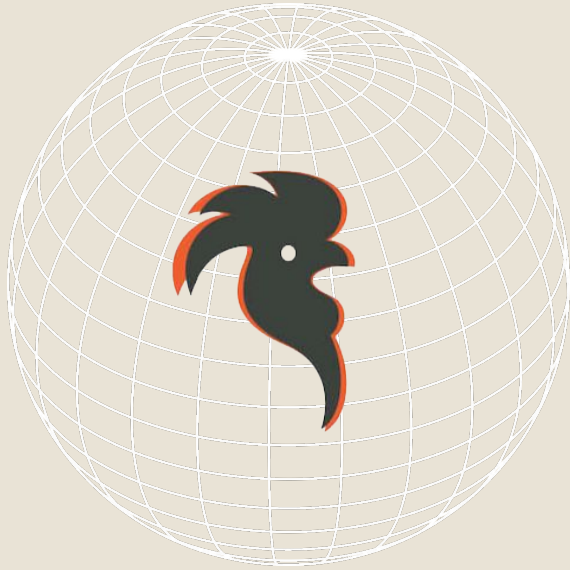
Component One:
**TARGET INDUSTRY
NICHES**



TARGET INDUSTRY NICHEs

The verticals within which your best clients exist.

- Focus on the industries and any sub-segment that your offerings most appeal to
- Understand what, if any related niches or variations exist that you need to pursue as well as those that you should avoid
- Identify complementary industry niches with low barriers to entry that present additional client acquisition opportunities
- Leverage your industry knowledge and subject matter expertise within your niche to establish credibility and the “right to sell”



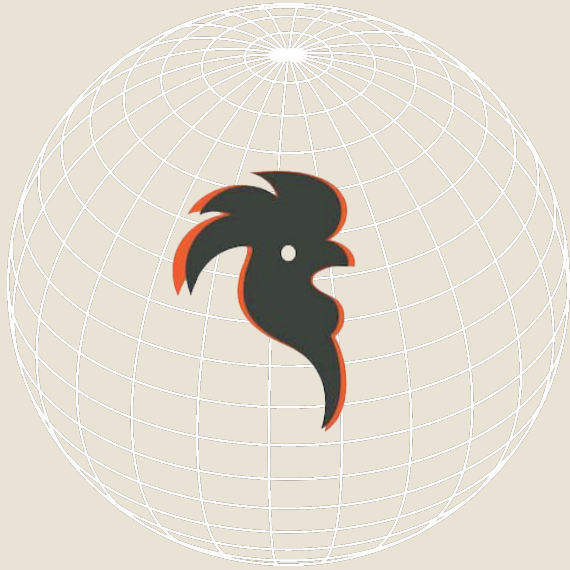
Component Two: **IDEAL CLIENT PROFILES**



IDEAL CLIENT PROFILES

The description of the company most suited for you.

- How big are they in revenues and employees?
- What budgets do they typically have for services like yours?
- Are they currently utilizing your competition?
- What is the decision-making process?
- Examine your current client portfolio to determine and validate the best “fit” for your offering in terms of profitable growth opportunities
- Break this down into Geographic, Demographic, and Psychographic traits



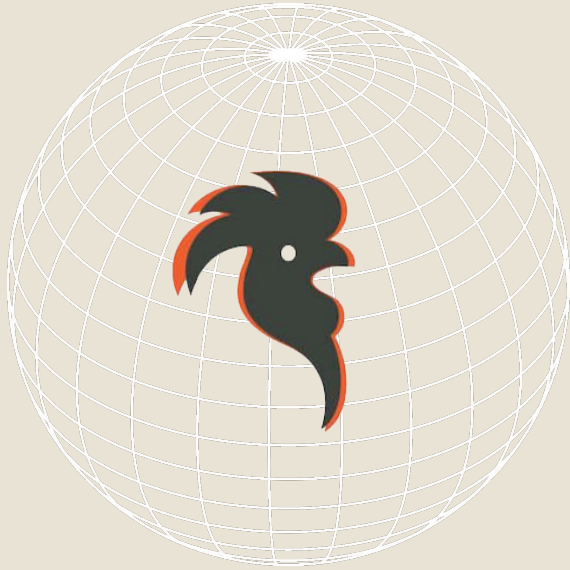
Component Three:
**BUYER PERSONA
DESCRIPTIONS**



BUYER PERSONA DESCRIPTIONS

The characteristics of and insights into the decision makers.

- Go beyond the titles of the various key decision makers to understand as much as you can about the person behind the title
- Document information about their demographic background such as age range, gender, compensation range & structure, and education
- Determine how and where they consume Buyer's Journey content
- Identify the associations they may belong to and the conferences they may attend
- List out what they consider to be pain points, buying indicators & detractors, motivating factors, and business objectives
- Map out their internal circle of influence and consensus team structure to ensure you know all the parties involved and their perspectives



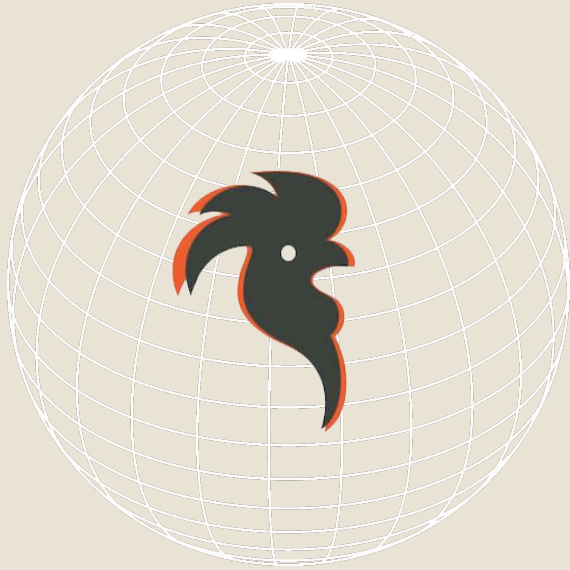
Component Four:
**VALUE PROPOSITION
STATEMENTS**



VALUE PROPOSITION STATEMENTS

The unique points that influence your position to win.

- Must speak directly to the Buyer Personas at your Ideal Clients within your Target Industry Niches to truly be effective
- Talk to current clients to pinpoint why they chose to work with you
- Talk to former clients to pinpoint why they chose to leave you
- They must Resonate with the buyer and/or concensus team
- They must Substantiate your offering as the best solution
- They must Differentiate you from your competition



Component Five: **KPIS AND SALES GOALS**



KPIS AND SALES GOALS

The leading indicators and accountability metrics.

- KPIs & Stated Sales Goals must be established and reviewed weekly, monthly, quarterly, and annually to reinforce sales team accountability
- They should allow for modifications due to material changes in the company, industry, economy, product & service offering, or otherwise
- KPIs need to be tied to activities such as calls, emails, LI touches, discovery meetings, proposal pitches, web visits, content downloads, as well as lifecycle conversion rates, and more
- Sales goals should be representative of net new business from new clients as well as incremental business from existing clients
- Click [Six Steps High Performance Sales Teams Use To Set Goals](#) for more info about how to set sales goals



This Guidebook was prepared by Scott Moss, Principal of M Sales Growth advisors. To learn more about how he can help your company grow, feel free to click the button below to schedule a call.

[Click to Schedule a Call](#)