

**In this issue:**

- [Grilled Sales Myths](#)
- [Sales Tip of the Month](#)

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### Welcome back to "Sales Sagacity"!



*Conventional wisdom* can sometimes limit sales growth. Maybe it's just because times change, but **growing the top line in tough times requires that you separate effective sales practices from sales myths** .. our topic for this month's Sales Sagacity!

Thanks for your continued interest and support!

Ron Visocchi  
Managing Partner and *Sales Sage*

### Grilled Sales Myths!



This summer I thought we'd *grill* a few sales myths. The reason is that **sometimes conventional thinking needs to be tossed on hot coals for sales growth to occur**. So, hold the hotdogs and hamburgers; we're going to *cook* a few myths!

#### ❖ Myth # 1 – Adding more sales people always increases sales!

*Wrong!* Often, sales growth is achieved with less staff, not more. Growth (*especially during tough times*) takes more focus and effectiveness; **adding bodies is not the universal medicine for all sales ills**. Here are a few additional thoughts:

- ✓ **Prove out your sales model and target market** before adding sales staff to increase scale. **True market validation comes when customers buy.**
- ✓ **Increase compensation before adding staff**; presuming you have the right people, this will often produce better results, less turnover and lower costs.
- ✓ **Make sure that you have the most cost effective combination of direct, channel and telesales staff**; if you add sales people, add the right mix.

#### ❖ Myth # 2 – 80% of your sales revenue comes from 20% of your sales force. Think again!

You may well derive 80% of your business from 20% of your customers, but **you can't afford to accept those percentages from your sales force**.

- ✓ **Assess and review each individual's sales performance**; be sure to consider the territory start date, the sales cycle for each vertical and the progress of every prospect in the pipeline.
- ✓ **Evaluate territory potential over the entire fiscal year**; sales production can legitimately vary from quarter to quarter.
- ✓ **Re-evaluate your corporate strategy and product marketing plan**; be sure the sales strategy is both viable and in alignment with corporate goals.

#### ❖ Myth # 3 – Always hire sales staff from your own industry.

*Not always true!* Clearly, some industries require very specialized skills or a strong network of industry contacts. However, consider these thoughts:

- ✓ It might just be **better to teach someone about your industry than to create a sales achiever out of an industry expert**.
- ✓ Individuals with consistent **sales success across multiple industries can bring proven disciplines and a new perspective** to overcome old barriers.
- ✓ **A strong team is built on diversity**; *cookie cutter* sales teams aren't always *dream teams!*

### Sales Tip of the Month

Many think that territories must be relatively equal for each sales person, yet that effectively wastes good potential on non-performers. *Here's the tip:*

- ✓ **Consider giving more territory potential to those who have already proven themselves faithful with what they have; just remember that when more is given, more (quota) will be required!**

### About The Benjamin Group

The Benjamin Group is a management services company that achieves sales growth for its clients by developing and implementing sound sales strategies and tactics.

The firm's mission is to partner with management to produce immediate and measurable business results through proven disciplines and experience.

The firm was founded because of a strong belief in the need for hands-on consulting that is results-oriented, practical, and consistent with the corporate culture and goals of the client.



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