

Owner to Owner Podcast Notes



8 Reasons Companies Need an Outsourced Sales Manager

Episode #20

Summary:

Felicia Harris, Founder, and CEO of EverythingHR and EverythingHR Financial Services interview Teresa Renaud, Owner of Outsourced Sales Management Services in the Greater Detroit Area and a Small Business Fractional Revenue Leader. Teresa Renaud provides eight important reasons why companies need an outsourced sales manager. She also talks about client acquisition costs, employee motivations, how to balance internal team competitiveness, and why you need to be constantly recruiting.

Show Notes:

- Teresa shares her professional career.
- What is Sales QB and how did she get involved with it?
- What are the foundational elements that companies need?
- It pays to have a fresh pair of eyes with no ulterior motive on your business and can provide expert constructive feedback.
- Client acquisition costs play a role in lifetime value.
- Owners hate managing their sales teams.
- Don't replace your rock star salesperson.
- Workers are motivated by different compensation elements.
- A selling sales manager never performs as well as a dedicated sales manager.
- Intense internal competition can become destructive to the team.
- Teresa Renaud talks about her process for best practice audits.
- Companies need to focus on lead generation, brand story, marketing, repeatable processes, the right technology tools, coaching, training, accountability, and sales management.
- What are the benefits of outsourcing?
- Does her company assist in recruiting salespeople?
- You can't have sales and no marketing and vice versa.
- Have a proven and repeatable process.
- You will sell more with an expert salesperson helping you.
- Encourage and motivate people to utilize best practices.
- Successful people need an operational process and clear communication.
- Without an expert sales manager, your company is at the mercy of the sales teams.
- Evaluate your company every 3-5 years.

3 Key Points:

- Most small businesses are started from an owner that typically has a demeanor coming from an engineering background where they designed a service or a product and that behavioral characteristic is opposite to a salesperson.
- Employees will never trust a manager that they have to compete with for sales.
- Build a company culture of trust, service, putting the client first, and respect.

Tweetable Quotes:

- “We are always involved with the annual reviews, making sure the goals are tied to the annual reviews correctly and do we have the right compensation plan in place.” – Teresa Renaud
- “Make sure people have the right technology tools to do what you are asking them to do.” – Teresa Renaud
- “If your (company) culture is not good for your people, it will not be good for your clients.” – Teresa Renaud

Resources Mentioned

Podcast

<http://elshaddaiconsulting.net/everythinghr-owner-to-owner-podcast.html>

Twitter

<https://twitter.com/everythinghr1>

LinkedIn

<https://www.linkedin.com/company/everythinghr1/>

Connect with Felicia Harris

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