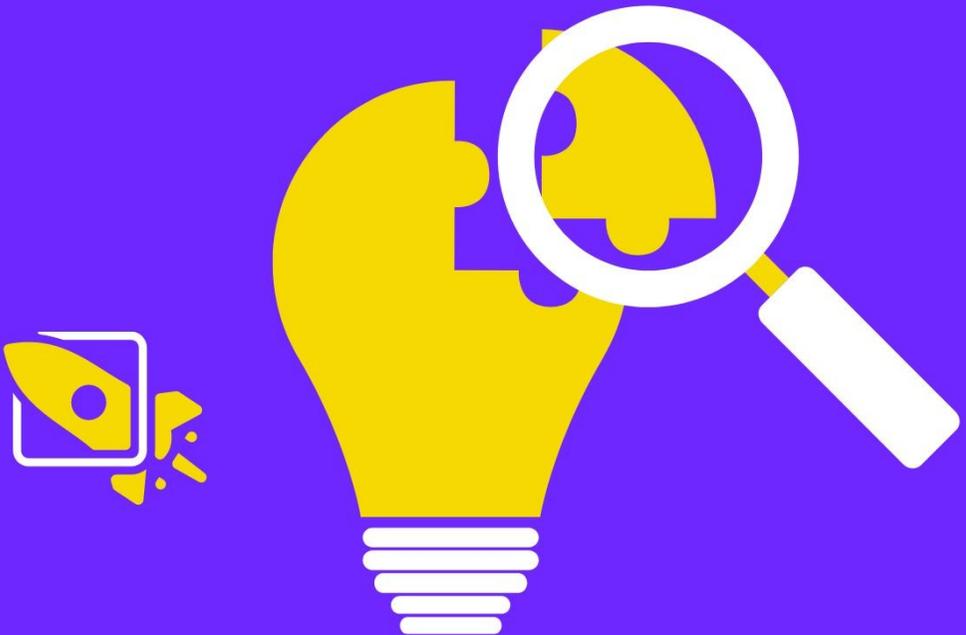


— LUSHA —

**B2B**

# INSIDE SALES

Everything You Need to Know  
About Remote Selling



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# CHAPTER

# 1

# INTRODUCTION

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Outside sales reps should be on high alert right about now. There's a good chance their jobs could be on the decline.

Ever since B2B inside sales started getting better sales results, more and more organizations have prioritized investing in this model over traditional field sales.

But is this really a good idea? According to data from Harvard Business Review, the average outside sales rep brings in approximately \$2.7 million a year in business deals, compared to just under \$1 million for an inside sales representative. If outside sales are still so profitable, why are so many leaders cutting these programs?

The reason inside sales is so promising is that it can accomplish what outside sales does at a larger scale, in less time, and at a lower cost to boot!

Don't believe us? Some experts say the revenue gap between the two is quickly narrowing and [inside sales is projected to overtake outside sales](#) by 2025. If your B2B sales organizations is still on the fence about thought inside sales over outside sales, we have some impressive data that just might change your mind!

Read ahead to learn the definition of inside sales, the ways it's superior to outside sales, and how to land a job in this field.

## What is inside sales?

In the [inside sales](#) model, [reps never meet](#) their prospects or customers in person; instead, they sell remotely using the internet. An inside sales rep is a salesperson who sells products or services to customers remotely using the phone, email, social media, and other digital channels instead of meeting face-to-face. Inside sales reps are a key part of the sales team and are responsible for generating new business opportunities and driving revenue growth by prospecting potential customers, qualifying leads, presenting solutions, negotiating contracts, and closing deals.

- ❖ Connecting with prospects and learning about their needs
- ❖ Uncovering pain points and challenges

- ❖ Determining if the company's offerings provide a good fit

If there is a fit, the inside sales rep will walk prospects through product/service capabilities, pricing, and the overall value proposition. They'll work to help progress opportunities through the sales funnel.

Inside sales reps must be skilled communicators, active listeners, and relationship builders to succeed in working remotely with prospects they cannot see in person. Now because reps are relying on online tools to make connections, it does add a challenge when building relationships—but this is when social selling comes into play. Social selling is when you take time to develop a relationship online with your prospects and customers, and it's a huge part of executing as an inside sales representative. As you can imagine, it may take months of producing and sharing relevant content before your relationship with a B2B buyer is ready for those valuable one-on-one conversations or pitches.

High-performing inside sales reps have disciplined work habits, are motivated to exceed targets, handle rejection well, and are constantly honing their product knowledge and selling skills through training and coaching. Their efforts are essential for sales operations to hit revenue targets.

## **What is outside sales?**

Outside sales is the traditional sales model we've known and loved for literally centuries: a salesperson meets a prospect face to face at their company headquarters, a convention, a trade show, or anywhere out in the world to sell their product, provide a demonstration or presentation, answer questions, or just nurture the relationship for the future.

Outside sales representatives rarely work in an office environment, although the extent of their travels varies widely. They may focus on a territory or region or they may travel across a state, around the country, or even internationally.

## **Inside sales vs outside sales reps: the main difference?**

The main thing that sets inside sales representatives apart from field reps is how they communicate with prospects and close the deal.

Outside reps communicate face to face and need to have exceptional presentation, oratory, and interpersonal skills. There's no room to [fake confidence](#) as an outside representative; you have to be able to hold the attention of dozens or even hundreds of prospects at meetings, trade shows, conferences, and events. You have to be engaging, entertaining, a storyteller, sometimes a comedian, and good at thinking on your feet when speaking to a

diverse audience.

Meanwhile, inside sales representatives are masters of online communication, marketing, [prospecting](#), [cold calling](#), and selling. They need to have excellent writing skills, since content creation is an integral part of their job. Inside salespeople also need to train with an ever-growing array of sales technology; it's not uncommon for one rep to use 15-20 tools to store their client data, send campaigns, qualify leads and create content.

## 5 reasons inside sales will overtake outside sales

### 1. Inside sales is accessible to everyone

Any sales organization today, no matter how small, can start with inside sales. It's affordable to set up an office, get a computer, subscribe to some of the top software like Salesforce or MailChimp, get on LinkedIn to look for leads and begin sending [outreach messages](#) or calls.

Outside sales can't always fit within budgets, especially for startups still courting investors. If you've ever taken a vacation, you know how quickly hotel, plane tickets, meals, and gas can add up. And then there's event costs: reserving a booth space, printing those shiny new flyers, and ordering boxes of pens and frisbees with your company's logo. A single event can run an organization tens of thousands of dollars!

Plus, not every sales rep has the confidence to go door to door or face to face and sell a product or service. This is especially true of juniors who are just getting started in their careers. Inside sales can be a great introductory sales model for [new SDRs](#) to grow their confidence when speaking to prospects.

### 2. Inside sales reps can make unlimited connections

Inside sales representatives can send sales pitches to hundreds or thousands of contacts in a single day. An outside sales rep just can't match these numbers; you can only be in one physical place at once (if you've found a way to overcome this limitation, please let us know), and you can only travel to so many events per month.

Inside sales also have the advantage of having [B2B buyers](#) come to them. Since most [decision-makers](#) turn to the internet to find the products or services that will solve their company's issues, many reps gain [inbound leads](#) through their personal social media or [lead capture forms](#) on their website. All they have to do is qualify them through research (which is taken care of by software now)

and move them down their pipeline.

### **3. B2B decision makers prefer to speak to inside sales representatives**

According to [Salesloft](#), 75% of B2B buyers prefer not to meet face to face. Yikes! That doesn't bode well for outside reps, but it's wonderful for inside reps, who can simply shoot off a quick message or call and keep busy professionals happy.

[Inside sales tactics](#) are also a lot more convenient. Answering a message or call takes no more than a couple of minutes, while setting up a live presentation or demo requires a decision-maker to block off an hour or two in advance. This flexibility of inside sales might help explain why inside sales are growing 15x faster than outside sales!

### **4. You don't need to meet in person to build a strong relationship**

People have been saying for years that face-to-face communication is stronger than virtual. And while it's true that your Tinder chat should probably transition to an in-person date at some point if you want to build a healthy relationship, this isn't always true of professional connections. Salespeople can truly build healthy, authentic, deep and long-lasting relationships with top decision-makers without ever meeting up IRL.

What is inside sales again? It's selling remotely. And with social selling and more hyper-personalization in sales messages, it is possible to build a relationship that's on par with that of a field rep.

What's more, inside sales opens up doors to people that you may have never had access to before. With social media, you can create content that resonates, inspires, or begins conversations with decision-makers and their peers. You can ease your way into communities online, get noticed and enter into any social circle to get more sales and stay on their radar for years to come.

### **5. Inside sales is cheaper than outside sales**

Compared to outside sales, inside sales is a lot more affordable. [PointClear](#) found that an inside sales call costs \$50 while an outside sales call costs \$308. Let's say your reps are making 100+ calls per week; the difference would be between spending \$5,000 and \$30,000 on sales calls!

Since this sales model is still relatively new, reps are still learning and experimenting with an increasing number of strategies to find, identify, contact,

nurture and [close deals](#) with prospects online. Still, inside sales reduces the cost of sales by 40-90% compared to field sales.

### Key takeaways

- ❖ Inside vs outside sales: Outside sales is selling face-to face, while inside sales means you sell online using cloud and sales technology.
- ❖ What makes inside sales better?: Executing inside sales tactics is significantly more affordable than field sales, and representatives have the opportunity to pitch to and nurture unlimited prospects and customers at once.
- ❖ Tools that will help your inside sales strategy: Prospecting is the first step in any strategy. Use an [email and phone number finder extension](#) like Lusha when prospecting on LinkedIn or in your Gmail account. You'll receive accurate contact information so you can reach B2B decision-makers quickly.

The inside sales rep acts as the frontline salesperson handling inbound and outbound sales activities. They spend their days on the phone or on social media:

# CHAPTER

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2

# HOW TO PREPARE FOR YOUR NEXT INSIDE SALES JOB

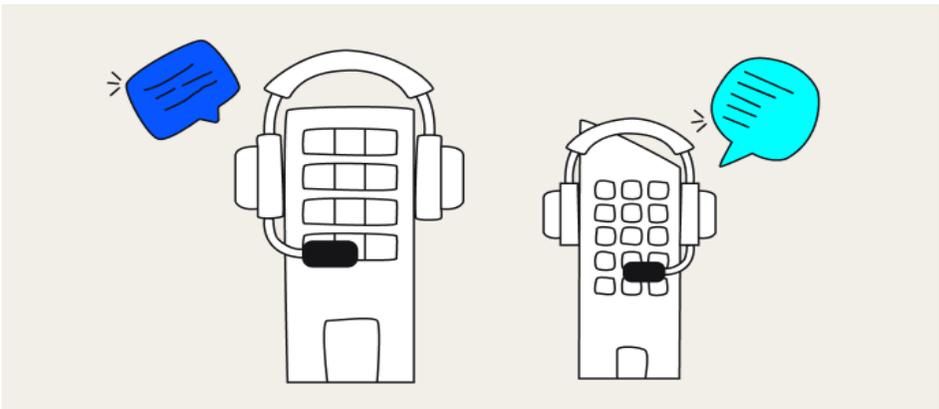
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## Quick recap

An inside [sales representative](#) is a sales professional who works remotely using technology to find prospects, nurture them, and convert them into customers. They essentially do everything a normal sales rep does, but only inside an office space. An inside sales rep's work environment has its pros and cons.

- ❖ **Pros:** working remotely frees up your time from traveling to meet prospects. It's also going to be many of your busy B2B clients' preferred method of meeting
- ❖ **Cons:** not meeting face-to-face can rob sales representatives of an intimate and emotional connection with prospects

In the podcast [Inside Sales](#), host Darryl Praill brings on Benjamin Dennehy, UK's self-proclaimed "most hated sales trainer," who hands out some tough love. Dennehy claims that many inside sales reps have no clue what sales actually is and that too many get caught up in what he calls "hamster wheel prospecting," never working their way up to building an emotional connection to make a sale. Dennehy puts it this way: prospecting is preparing to commit the crime, while selling is having enough courage to rob a bank.



In order to not get stuck in the preparation phase, be ready for the robbery before you pull up to the bank: make sure to make an emotional connection before the actual sales pitch. It doesn't matter if you're selling a \$2.99 productivity app to busy high school teachers or a \$10 million security system to the entire Los Angeles school district—people first buy emotionally, then justify the purchase logically. Even in B2B selling, strive to make an emotional bond.

[Decision-makers](#) need to know they're making [a responsible purchase](#) that will strengthen their company; after all, if they fail, their reputation and job are on the line. Reps share a similar struggle; that's your bond right there

So once more, what is an inside sales rep? Besides salespeople, they're coaches and trusted friends. They're tasked with helping customers get clarity on what they need, finding emotional triggers and giving personalized advice. In a true friendship, one speaks openly and freely without the fear of judgment, and this is the level sales reps want to get on when talking with their customers.

The demand for inside sales representatives is growing. And advancements in technology continue to evolve the industry and create solutions to reach customers anywhere in the world.

**Important:** If you're wondering about [inside sales and outside sales](#) and what reps do for each role, here's a reminder.

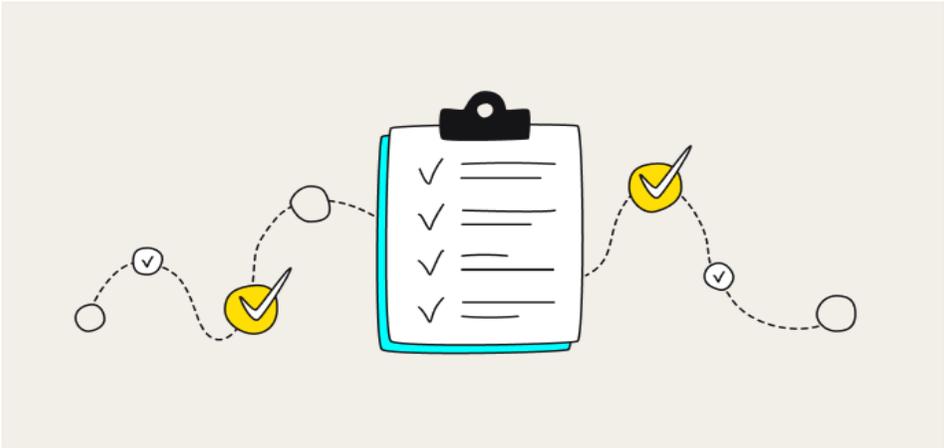
Inside sales representatives typically work in an office environment, making calls and sending emails to potential customers.

Outside sales representatives, on the other hand, spend most of their time meeting with clients in person. Inside sales representatives typically have a larger pool of potential customers to draw from. They also need to be very good at building relationships over the phone and via email. Outside sales representatives, meanwhile, may have fewer potential customers, but they usually have more time to build relationships with each other.

In addition, outside sales representatives can use their in-person meetings to close deals more effectively. Ultimately, both inside and outside sales jobs can be successful if the right approach is taken.

## What are the responsibilities of inside sales reps?

People often confuse duties and responsibilities or think they're the same, but they're not. A duty is an obligation, while your responsibility gives you the authority to give direction, take action, accept tasks, and be held accountable if something goes wrong. You'll recall that we said it's your duty to generate leads but your responsibility to go out and hustle (i.e. join a referral network program) to generate new business. Responsibility is all about taking ownership and doing what's not asked of you. Because



this may leave room for a sales rep to miss the mark, we're going to go through some common inside sales responsibilities and how you can take charge to get the job done right.

## What are some inside sales responsibilities?

### 1. Provide an excellent customer experience

So you're a salesperson, coach, trusted friend, and now ... a customer service professional? The list just keeps on growing, doesn't it?! But yes, good customer service is key to your success. It's true that sales reps contact prospects to earn their business, while customer service reps work with existing customers to solve issues and answer questions, but think about it—as an inside sales representative, you're the first person who will provide customer service, and this meeting will set the tone for the entire relationship. The way you handle lead outreach shows them what they can expect when they decide to work with you.

Imagine it's tax season and you call up H&R Block to get a quote. You call a few different locations, and each one is a disaster. Why? Because of their sales reps' lack of customer service skills. You get a quote from John, then he transfers the call to Susan, who has no idea who John is; Susan gives you a different quote, you have to call a different H&R Block and start the process all over again. We've all experienced this; maybe it wasn't an accountant but a cable provider or phone company, but we've all had someone who pissed us off enough we shook our fists and vowed never to give them our business.

Hence, providing customer service that's on par with, or even better than, that of a customer service rep is a part of your inside sales responsibilities. When a sales rep can demonstrate empathy, respect, and patience during that first call or meeting, the prospect will assume the entire team will have the same manners as well. At the end of the day, you're not selling a product so much as an experience that the prospect wants to go home and tell their friends and family about. And if you're great at it, you'll find customers who will pay a little more and stay with you longer just because your competitor didn't treat them as well as you did. When that happens, you know you've done your job right.

## 2. Handle rude prospects

Providing a seamless experience to a customer, who will go tell everyone they know about your company, sounds amazing. But we all know that some customers are ready to rumble before they even pick up the phone. Steve Benson, sales expert and [CEO](#) of software company Badger Maps, explains three tactics to handle rude customers: **detach, disarm, and create empathy**.

When customers attack Benson he [says](#):

"I understand why this is a frustrating situation for you because of ABC, but I don't feel like it's appropriate to say that I'm an XYZ person. I'm really here to help you solve this problem and move forward successfully."

Benson teaches us to...

- ❖ **Detach emotionally:** "When I worked in sales, I didn't take disrespect personally. If a prospect or customer was rude to me, I used to say this immediately."
- ❖ **Disarm their anger:** "This line can disarm the prospect by referring to their behavior as 'inappropriate.' And No one likes to think of themselves as unprofessional."

- ❖ **Create empathy:** “It also helps them see that they are attacking you as a person, which should trigger empathy within them and help them see things from your perspective.”

### 3. Make your own schedule (and optimize it)

One of the most exciting things about transitioning from high school to college is choosing your class schedule. Whether you're a night or morning person, math or a history person, you decide what times and class you want to focus on. As a sales rep, you'll have the same freedom to create your daily, weekly, and monthly schedule. Inside sales responsibilities include managing your time effectively as you take control of your own schedule.

#### How to optimize your schedule?

- ❖ **An optimized schedule is personalized.** There's no one-size-fits-all perfect schedule; just think about what needs to be done each day and rank from urgent to least important. It might be easier, for example, to give each task its own day of the week: warm prospecting on Mondays, cold calling on Tuesdays, presentations on Wednesdays, follow-ups on Thursdays, and meeting with clients on Fridays.
- ❖ **Your schedule shouldn't be too rigid;** deals can drop at any moment and you need room to move on to new prospects. Nor should it be too relaxed; too much free time makes it easy to get distracted from important tasks. The University of California, Irvine released a study that shows that once you've been derailed from a task by an interruption, it takes an average of 23 minutes to get back on track.

### 4. Work with your co-workers to succeed

Whether you're a lone wolf, [competing against another rep for promotion](#), or you find yourself in an organization where teamwork isn't enforced, as an inside sales representative you have to take the initiative to help your co-workers succeed and meet their quotas. You're responsible for their success, just as they are for yours. After all, you're all working towards the same goal and can learn from one another. Plus, helping your co-workers gets you noticed by upper management and may just be your ticket to getting better accounts or a senior promotion. This doesn't mean bootlicking everyone at the company, but it does mean building a strategic relationship with anyone who can possibly get you ahead—especially your managers.

If you're well known as the MVP of the sales team, the one who was at the top

of their game and went out of their way to help others, you're more likely to get promoted and receive awards and recognition!

## What are common sales representative duties?



When you become a sales representative, some of your duties might include generating leads, making sales presentations, hitting quotas and creating reports. Although your work will be strictly remote, you'll face many of the same daily challenges that general sales reps face—as well as a few unique ones.

### Generate qualified leads

Your number-one job as an inside sales representative is to [generate quality leads](#) for your company by [prospecting](#). Quality leads give your team its best shot at converting customers and increasing profits. Adding an unqualified prospect to the customer relationship management (CRM) database and hoping to make a sale is like selling a pair of shoes to a person with no feet—*it just ain't happening!* But there usually comes a time, a dead season in the business, when every inside sales rep runs out of places to look for leads. They've worked every old list to the bones with upsells and follow-ups, and there are no other leads in sight. This is a common reason why many new reps struggle to generate a steady flow of leads.

Technology forms the backbone of inside sales today, and you'll find that [prospecting software](#) is essential for you to perform sales representatives' duties. Sometimes, however, you just need to hustle harder. This is where you can build

a referral network to find more opportunities. Here's how it works: you create or join a group of professionals in similar, but non-competing businesses and agree to send each other leads. If you sell parts for a window replacement company, join a referral program with roofers, HVAC technicians, landscapers, and other home service providers—anyone who might meet a homeowner that needs to buy a new window. Ultimately, your job as an inside sales representative is to be resourceful, network, and find your own new leads.

## Know the product better than anyone

You already know that being a sales rep means explaining your product's benefits and features several times a day. But it also means knowing the product (or service) better than anyone. You bear the pressure of becoming an expert, typically on the job, and unfortunately sometimes without proper [training](#), [mentorship](#), or resources from managers. On top of that, some products or services have an overwhelming smorgasbord of features that leaves inside sales representatives wondering where to start learning.

Let's keep it real and get to the heart of the problem. Junior professionals are so eager to land a job that they take anything that comes along, often neglecting company culture—the shared values, practices, and attitude of a business. Sadly, it's all too easy to end up at a company that doesn't provide the learning you need to become a product expert. This kind of company has the attitude that sales reps should teach themselves, and this sucks away a key ingredient of becoming a great salesperson: passion.

When you have passion and your customer shares your enthusiasm to solve the problem, this energy will show up in your sales performance, letting you naturally build a more authentic relationship.

As your passion grows, you'll [learn your industry](#) inside and out by attending conferences and workshops, joining online forums, and finding niche groups. Becoming an expert is an ongoing process, and it's your duty as a sales representative (*whether your company gives you the resources or not*) to reach that level. But, always strive to join a company that does provide the support, so you have the best chance at success!

## Give sales presentations

A sales presentation is when you get in front of clients to introduce your product and answer questions. As an inside sales representative, you'll handle this virtually via a videoconferencing platform. Your presentation will be an entertaining (but informative) speech accompanied by a slideshow or demo,

and it will be shaped by everything you've learned in past conversations with prospects. It's not a Cirque du Soleil show, but you want it to be memorable. The challenges ahead? Focusing on the right solutions, creating a well-designed presentation and remaining confident the entire time.

Your audience doesn't expect you to know everything. Trust us, they don't. What they're looking for during a sales presentation are answers to how your product or service solves their biggest 2-3 problems. Address the main problems and benefits in your speech, but don't memorize it word for word to avoid sounding robotic and rehearsed.

Rather, your speech should be like water; it should flow easily and allow room for your audience to enter the conversation.

Don't clutter your slideshow with paragraphs of text; your goal is to not get your audience reading, but to provide a visual experience and listen to you. Too much text can quickly distract them and cause them to lose sight of the main points. Last but not least, use your whole body to communicate, including voice, eyes, posture, and hands to convey confidence. [Confident presenters](#) become respected authority figures in the sales world, and it doesn't take acrobatics—just body language.

## Hit sales quota each month

Meeting a sales quota means closing a given number of customers during a fixed time period to remain profitable. You'll meet your quota each month by prospecting and prioritizing your time on the right leads.

Salespeople work in a war zone. They're under constant pressure to reach their quota, and sometimes have drill sergeants for managers, who berate them if they're underperforming that month. And even when they hit their numbers, managers always want **more**, so dealing with supervisors who lack management skills is sometimes a part of the game. As an inside sales representative, you need to know everything about your pipeline, accounts, and deals, and hold yourself accountable [for falling short](#). Learn from the most successful sales reps, who find someone in their department they admire, pick their brains and study their secrets on becoming a quota-crushing machine. Finally, remember that it's a brutally competitive environment, but this builds character and gets you mentally ready for difficult customers.

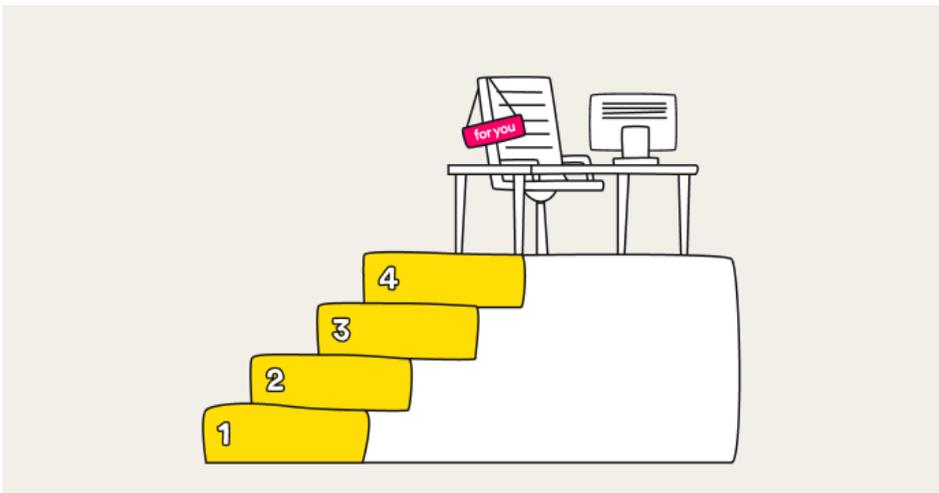
## Prepare weekly and monthly reports

Reports are as essential to sales as water is to fish. Without reports, your management knows nothing about the status of your efforts or what areas you need help in. Junior salespeople often struggle to know what to keep track of. The number of emails made? calls? proposals sent? new accounts? Start with this one: the quality of the contacts in your [CRM database](#).

Contacts are your most valuable asset. These are your potential customers or a bridge to their network of friends (a.k.a. *more potential customers*). A sales representative's duty is to get a birds-eye view of the quality of the contacts: Do they fit the ideal buyer, job title, and industry? Are they still fresh and interested? Your report should also include what stage each contact is at in the pipeline; this way, you can monitor over time whether they're moving forward or slowly slipping out of your [sales funnel](#). This will let you know if it's time to purge your list.

These reports can also help you clarify if your prospecting is bringing in quality leads, find holes in your sales funnel, and give you and your management team direction on how to improve.

## Four in-demand sales representative skills to get hired



You can spot someone who's worked in sales from a mile away. They're smooth talkers, charismatic, and captivating speakers that have you listening to topics

you don't even care about. Some are born to sell, while others have spent time honing their craft. Sales representative skills fall into two categories: hard skills and soft skills.

## Hard skills

### 1. Product knowledge

As we mentioned before, you need to know your product inside and out. Without a deep understanding of the benefits and features as well as common complaints customers have, you'll struggle when making email pitches, [cold calls](#), or sales presentations. [Hit the books](#), ask for advice, and pore over product manuals like a madman. Always strive to learn more than you knew yesterday. [The best strategy](#) is to focus on the number one feature/benefit customers need, learn everything about it, and then move on to the next one.

### 2. Sales technology

[Sales enablement](#) technology is the bread and butter for inside sales representatives. There are sales enablement tools for scheduling meetings, prospecting, productivity, reporting analytics, and creating sales presentations and proposals. A key part of your skill set is to adapt to changing technology and continuously search for better products to help you sell in less time and with less effort.

## Soft skills

### 1. Emotional intelligence

Emotional intelligence allows you to understand a person's feelings, which is the first step towards influencing their feelings about you. Imagine handling a hot-headed customer or manager like a boss, never losing your temper or showing weakness. You always look in control and never embarrass yourself.

Emotional intelligence also includes:

- ❖ **Analysis:** you read customers' faces and listen carefully to their tone of voice for feelings
- ❖ **Comprehension:** you get the nuances of emotions when communicating; you know the subtle differences between frustration and annoyance and how to respond appropriately
- ❖ **Delivery:** you know when to use your or the customers' emotions strategically to sway them into closing the deal

- ❖ **Discipline:** you know how to tone your emotions down when you're too excited, or kill your anger in order to remain professional
- ❖ **Active listening:** Active listening is when you give your full attention to the customer and use body language and feedback to show you're engaged.

# CHAPTER



# HOW TO LAND A SALES JOB AT YOUR DREAM COMPANY

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Now we'll look at the final 6 steps in launching the sales career of your dreams.

## Step 1: Decide your target sales job

By now, you probably have a shortlist of 2-3 inside sales teams you can picture yourself on. The first step in landing your next inside sales job is deciding on one of these teams and positions.

Inside sales teams	Inside sales positions
Lead qualification	Sales manager
Closing	Sales executive
Customer service	Account manager
Retention and growth	Sales associate
Leadership or management	Sales development rep Sales agent

And more...

Be realistic in the role you choose. You know your past experience better than anyone else; aiming for a job that you're unqualified for could result in wasted time and resources on your end. Don't be afraid to work your way up.

## Step 2: Specialize in an industry or product

Once you have your ideal position picked out, you want to choose which industries or products to sell. An industry could be health, fitness, insurance,

manufacturing, or technology, etc.

This step is incredibly important because it's where your motivation to greatness comes from. Selling something you love will have you sauntering into the office every morning hungry and ready to kill the day (figuratively). Also, research to see if your product has product-market fit, meaning there's a demand for it.

here are horror stories of new reps joining a company only to find out their product is next to impossible to sell. Finally, you want to go into a profitable and growing industry. Growing industries usually have an abundance of job opportunities, good career growth, and high starting salaries, especially in sales. As a bonus, narrowing down your job search by industry or product will streamline your application process by helping you write a stellar resume that you can use to apply to similar job listings.

You can check out online forums or YouTube videos from real-life salespeople in every job you can imagine to get a hint of what it's like to work at a B2B inside a sales company or sell a certain product.

### Step 3: Make a list of job boards and other places to find openings

#### Job boards for salespeople

Most people start their job search on a job board, and for good reason; they make it easy to apply for dozens of positions a day. There are niche job boards that only cater to sales professionals, and then there are general job boards. There are even boards designed specifically for beginner, executive, freelance, and remote sales professionals.

Sales-only job boards	General job boards
<a href="#">Sales Jobs</a>	<a href="#">Indeed</a>
<a href="#">SalesHeads</a>	<a href="#">Monster</a>
<a href="#">AA-ISP Inside Sales Career Center</a>	<a href="#">Glassdoor</a>
<a href="#">Sales Classifieds</a>	<a href="#">LinkedIn</a>
<a href="#">MedReps</a>	<a href="#">Google for jobs</a>
<a href="#">Sales Gravy</a>	<a href="#">FlexJobs</a>
<a href="#">TheLions</a>	<a href="#">Angellist</a>

## Network in real life

Networking includes letting your friends, family, and *former* colleagues know you're looking for a new job. This means verbally telling them, describing which roles you're going for, asking if they know anyone who's hiring, and possibly giving them a digital and physical copy of your resume they can share with potential employers. Notice we said *former* colleagues, though; don't let your current boss or coworkers catch wind of this, as you might find yourself being forced to move on from your current job earlier than you'd planned.

## How to work social media for jobs

Make sure to take advantage of social media channels to get hired. Having a profile that's optimized for search engines, connecting with the right people (i.e. current employees of your target company who can give you tips to get hired), and making sure to post content that lets employers know you're available for new opportunities are the best ways to be seen by hiring managers today. Plus, your social media profiles will be checked sooner or later anyway; employers use social media to gauge your authenticity and make quick judgements on your character, so you might as well have your profiles polished and ready with your most recent experience, achievements, and contact information.

## Step 4: Create a knockout sales resume

Once you have a few job postings you want to apply to and your social profiles are ready to be seen, nothing is more important than a great resume. A resume should showcase your past experience and accomplishments, soft skills and hard skills, technical capabilities, and, most importantly, keywords that get checked by applicant tracking systems (ATS).

ATS are software that employers use during the [recruiting and hiring process](#). One thing they do is analyze resumes and cover letters for certain keywords; in a competitive job posting, one of the first ways you'll often get denied is by missing the keywords the ATS is looking for. (Keep reading to learn how to find these keywords.)

On average, 118 resumes are received per job opening and only 20% get an interview. This means right off the bat you're starting with a small chance of having your application opened. So don't waste time writing a resume without the proper keywords, or you could end up sending 50 resumes to no avail and be left feeling insecure and exhausted.

Indeed says it takes about [two months to find a job](#). For the average person, who may not have 3-

6 months in emergency savings, finding a job pronto could mean the difference between feast or famine. If you're already employed, keep your day job until you land your next role.

## What are hiring managers looking for on a resume?

- ❖ **The right keywords:** Keywords vary by company, job listing and role; however, did you know you can grab [a list of common sales keywords](#) to put on your resume? Ziprecruiter says words like "CRM, B2B sales, account management, inside sales, vendor management, business administration" are important to have for a Sales Executive resume.
- ❖ **The right skills and experience:** Your hiring manager wants to know about any sales experience you may have, but transferable skills are also worth adding. Maybe you never worked in sales per se, but you spent a year as a grocery store cashier; you're used to speaking to 100+ shoppers per day, which can be applied to a session of 100+ cold calls. The hiring manager also wants to know that you have excellent people skills and a basic understanding of marketing or management and can adapt quickly to technology, use a CRM and other [sales software](#), and understand the [basics of prospecting](#).

### Step 5: Create a LinkedIn profile

By now you probably agree that it's imperative to have a LinkedIn account. If you don't already, get started on creating your profile. We've given a ton of tips on how to set one up and start networking. Before applying to jobs, you want to make sure your profile is complete and up to date. LinkedIn also has its own job boards that let you filter what jobs you want and send in your resume through your profile. It can even help you out by comparing your resume with other applicants and seeing where you match in skills or experience and where you fall short.

### Step 6: Prepare for an interview

Once you've been contacted by a recruiter, it's time to get ready for an interview. Most potential candidates see job interviews as intimidating; they think that if they mess up, they'll "lose" something. But here's a better way to look at it: you already don't have the job, and you can't lose what you never had.

To further ease the anxiety of a job interview, research the common questions you might be asked, like:

- ❖ Describe your past experience in sales
- ❖ What are your career goals?
- ❖ Why do you want to work here?

But don't leave all the questions to the hiring manager; come with your own set of smart questions to learn more about the work environment. A good start is "Do you provide training resources, mentorship, or exercises for junior sales reps?" Questions like this prevent you from going into a company blind with no tools to grow your skill set.

# CHAPTER



4

# WHAT JOB ROLES ARE AVAILABLE?

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Besides the roles of inside sales representatives, account executives, account managers, and sales managers are crucial to driving revenue and building lasting customer relationships. Each of these positions plays a distinct yet interconnected role in the sales process, from prospecting and closing deals to managing accounts and leading sales teams. Understanding the responsibilities and unique contributions of these roles is essential for businesses looking to optimize their sales strategies and achieve sustainable growth in today's competitive market.

## Account executive

Inside sales executives work on closing sales. Some executives are full cycle, meaning they go from prospecting to closing, or they take a prospect from an SDR and close the deal. The term 'executive' means someone who's reached seniority in the company; they're experienced and have proven themselves to be the cream of the crop.

### Account executives vs managers?

A sales executive and a sales manager are both senior members of the sales department. However, a sales manager is more in charge of the day-to-day management of activities and staff. An executive focuses on executing the company's sales strategies; another major aspect of their job is developing client relationships. That said, some companies may have a different meaning for their executive roles.

### What's a typical day like?

Your day may start with a meeting with your sales manager and the team to go over the day's strategy. You'll spend a significant amount of time looking over CRM repo ensuring leads are being followed up on, and reviewing leads that are about to be dumped as well as current proposals.

Now it's time to work on your [personal pipeline](#) by sending follow-up emails and messages to existing accounts. Your manager may have a minimum amount of targets you need to hit, like 40 outbound calls or 3-4 hour call times per day. You'll spend a lot of time researching prospects and reviewing past messages;

finding shared interests you can use to connect with them, reading company news etc.

Next, you may have a virtual presentation or demo where you get to negotiate a deal and draft out a proposal. As your day winds down, you'll review what you accomplished and make a list of tasks you didn't complete and will have to finish up first thing in the morning.

### **What makes a great account executive?**

A great inside sales executive knows how to collaborate and align with sales managers. The two work together to apply the sales strategies, and make sure everyone on the team has access to the same resources, data, ideas, and breaking news so they're all on the same page.

They keep track of not only their competitors' products, but the competitor's sales strategies, their closing techniques, tactics, and best practices. Inside sales executives are focused on the future and eventually moving up in the company.

## **Sales manager**

As a sales manager, you're responsible for leading the day-to-day activities of a team of salespeople. You set sales revenue goals, [analyze data](#), implement sales plans, [train new hires](#), and prepare monthly, quarterly, and annual sales forecasts.

### **What's a typical day like?**

Because all other activities (like growing the team) cease to exist without new business, your top priority is your reps' performance.

### **You'll oversee:**

1. **[Training and coaching](#)**: This means sitting with [sales reps](#) while they make calls and practice demonstrations, listening to recorded calls to give feedback, and helping reps by role-playing handling objections.
2. **Helping your reps [close deals](#)**: Taking over calls with prospects if necessary and [developing a strategy](#) to close.
3. **Motivating your reps**: Running weekly or monthly challenges to drive productivity or increase revenue.
4. **Improving process**: This means pivoting your marketing and [sales strategy](#)

quickly or switching [technology tools](#) and methods when it's not working.

5. **Collaborating with other managers:** You'll work with marketing managers to qualify leads, and with the customer service manager to get ideas on how sales can improve customer experience.
6. **Recruiting and interviewing:** Whether you plan to hire internally or externally, you need to always be thinking about where your [next sales rep is going to come from](#).
7. **Performance management:** This means finding reps who are underperforming and giving them feedback, pairing them with a mentor, and giving them an opportunity to improve.

In addition to all that, inside sales managers find the most promising opportunities to look for new business and then implement strategies to go after them. This could be a website, geographical location, or niche audience. You'll use reports from your marketing, customer service, and sales teams to make a decision on where to look.

## What makes a great inside sales manager?

To be an outstanding inside sales manager, you need to know how to manage many personalities at once. You'll understand some sales reps may need their hand held throughout the day, while others want you off their backs. A good manager understands that [everyone in their team is different](#).

It's just like selling: every person has different motivators and different [pain points](#). Some reps are motivated by fear (they don't want to lose their jobs), while others are motivated by success (they want to get the Sales Rep of the Year Award and win that trip to Hawaii). Finally, a good manager leads by example. If you're asking your people to work together as a team, make sure you model teamwork and in your interactions with managers in other departments.

## Account manager

As an inside sales account manager, you oversee and nurture relationships with clients *after* a [sales representative](#) has closed the first sale with them. The clients you work with are also called your accounts, and together they make up your portfolio. Your job is to generate additional revenue after the first sale by offering upgrades, service renewals, or contract extensions.

Your job will sometimes include customer support; for example, when a customer calls because they can't log in to their account, it's the account manager who takes the call, connects with the technical team, and waits for a response to deliver to the customer. But the account manager role changes depending on the industry. Below are a few examples of what your job may look like in different fields:

- ❖ **Technology:** If you're in tech, especially software, you'll be the customer's first point of contact. You'll help clients become familiar with the product and answer in-depth technical questions.
- ❖ **Physical products:** As an account manager selling goods, you'll usually work heavily on the sales side since products have a lower price point and shorter [sales cycle](#) than services.
- ❖ **Creative services:** Perhaps you can picture yourself like Don Draper, working at an advertising agency or marketing firm, in charge of a variety of accounts that need help with their campaigns. In these industries, you're an intermediary between creatives (directors, copywriters, graphic designers, photographers) and your clients, ensuring projects go smoothly.

To sum up, an account manager can do one or a hybrid of sales, customer service, or project management. Keep this in mind when you decide which industry you want to go for.

## Account manager vs. sales representative

Account managers and sales reps meet customers at two different stages in the sales cycle. Sales reps focus on bringing in new business up until the close, while account managers take it from there and work on nurturing the client slowly over months or even years to get more business. Basically, sales reps are done once they get the sale, while account managers *never* stop selling.

## What's a typical day like for an inside sales account manager?

Let's look at a typical day in the life of an account manager in the B2B software/technology industry.

In the morning, the first thing you want to do is check in with your accounts. Since your industry relies heavily on subscription services, your clients' satisfaction is what will keep them around for years to come; even just one day of disruption on the platform could be enough to send them to one of your competitors. So

your day starts with reviewing support tickets and prioritizing accounts that need help.

To prioritize accounts, you may rank them by how long they've been with you, the annual revenue they bring in, or how urgent their problem is. Providing support will require a lot of back and forth between you, your client, and your support team. Because you might not know everything about the technical side, you have to wait patiently for updates and reassure customers that their problems will be solved soon. Inside sales account managers can't succeed alone; you'll always find yourself working closely with other departments.

Once pressing issues are handled, it's time to focus on other clients. You might call them or send off an email to update them about new features, explain product changes that will affect their business, or ask what business goal they want to achieve.

Now that clients are taken care of for the day, you may have a scheduled Zoom meeting with your general manager, client support specialists, engineers, or product managers to relay feedback to them. You'll give insight into what customers are saying about your product, what they love and hate most about it, what features they wished it had, and which bugs engineers should tackle next.

## What makes a great account manager?

The best account managers hold a wealth of knowledge, from the big picture to the little details, on their customers' industry and needs.

To be a great account manager, keep track of your clients' goals and stay up to date with projects—right down to the metrics. For example, if your company sells sales analytic software, don't be afraid to ask your clients what their [conversion rate](#) was last month or how many sales qualified leads they got from using your product in quarter 1. This also lets you quantify the exact value you bring in for your accounts—how much time, money, and customers you save—and it keeps you on top of the [important metrics](#) for your clients' industry so you're better prepared to serve them.

# CHAPTER



# HOW TO BUILD A WINNING INSIDE SALES STRATEGY

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Imagine you're a movie director yelling "... ACTION!" but your actors have no clue what the scene is about. If there's no script, how can they deliver their lines or become their characters?

A "certified fresh" movie starts with a well-written script that tells a great story, addresses conflict, and has character development, structure, and originality. This is how the cast is able to understand their characters, get into the scenes, and bring your vision to life. Without a solid script, all you'll be directing is a box office bomb.

An inside sales strategy is like the script for your company's sales organization. Created in collaboration by sales, marketing, and customer service leaders, it's a plan of action that outlines who your customers are, how you will sell your products or services, how you'll increase profits, how you'll [develop your sales team](#), and what is your distinct approach to selling.

No matter which position you choose, you must become familiar with building a sales strategy. Why? Because you're either going to be making strategic decisions ([as a leader](#)) or implementing tactics ([as a sales rep](#)). Follow along to learn the "light, camera, action!" method of running the show.

## Establish your company's vision and revenue goals

Your company's sales vision should be clear, specific, and time-bound. For example, *Our company wants to grow in revenue by 10% and reach \$5 million in revenue by the end of the fourth quarter.* Now your tactics, hiring choices, and initiatives should reflect and support that goal.

But \$5 million in revenue sounds daunting. And trust us, if 9 months into the year you're sitting at \$2.5 million, you're not going to make it. To make sure you get there, break down the goal into chunks. You can start with \$1,250,000 per quarter, but the further you break it down, the easier it will be for your team to

plan:

- ❖ \$416,666 per month
- ❖ \$104,166 per week
- ❖ \$14,880 per day

Now your sales and marketing teams can set concrete goals. If marketing is bringing in 10 leads per day but needs at least 30 to generate \$14,880, then they can step up their marketing game to bring in more leads, which sales will then work on closing. [Prospecting](#), appointments, and presentations will now all be scheduled with these goals in mind.

Finally, keep things realistic for your company's situation. Aiming for \$5 million in annual revenue may be exciting, but if you haven't figured out how to consistently earn \$500,000 in a year, don't set yourself up for an embarrassing failure that'll exhaust your resources and discourage your team. You know what your team can push itself to do this year, so make it achievable.

## Define who your customers are

Every company starts and ends with its customers. Before you start selling, you need to know who you're selling to, their problems, the solutions they want, and how they want to be contacted. This section involves you creating an [ideal customer profile \(ICP\)](#) and buyer persona.

### What is an ideal customer profile?

Here you describe the ideal company for your business (i.e. a law firm, with 50 or more employees, with a budget of at least \$50,000 to spend on marketing, located in California). Other characteristics an ICP has is employee headcount, technology they use, size of their customer base and market share. Having an ideal customer profile is important when marketing and selling to similar accounts, and you can use your ICP as a measuring stick to see if a lead matches what you're looking for and decide if you want to send them further down the pipeline.

### What is a buyer persona?

A buyer persona is a more detailed description of an individual. It breaks down your average customer's information like job position, biggest challenges, buying motivators, budget, location, income level, and more. An example of a buyer persona could be:

- ❖ Sales Manager Sally (female)
- ❖ Biggest challenge: developing her sales leaders
- ❖ Solution: she needs a skillful sales trainer to come in and train her leaders 2x per week for the next 6 months
- ❖ Budget: \$25,000

You can have several buyer personas to match the different [decision makers](#) you target inside a company.

## Ideal customer profile vs. buyer persona?

Think of your ideal customer profile as a completed puzzle, the full picture of your accounts; the buyer personas are the individual pieces of the puzzle, taking a more detailed look at the decision-makers that make up those accounts you want to reach out to. ICPs help your account managers target the right companies and your buyer personas help sales development reps target the right people when prospecting.

## Create a strategy

This is where sales and marketing work side by side to get in front of customers. Now that you've identified your ideal buyer, marketing will find the right channel (time and territory) to bring the product or service to the market.

This could be through social media, TV, online ads, podcasts, or content marketing. Just like Batman and Robin working together to defend Gotham City, marketing and sales have the best chance of getting sales when they work together to bring in and qualify leads.

Thus a [go-to-market strategy](#) begins with the marketing team; if they don't do their jobs correctly by producing the right collateral and advertisements for your audience and bringing in marketing qualified leads, the sales team will waste time on leads who never [intended to buy](#). Afterward, the team creates a message and communicates your unique selling and [value proposition](#).

The entire process is surprisingly similar to getting ready for a first date: you put on your best clothes, think of your least awkward conversation starters, and find out if you're compatible. If you are, you decide to move forward with another date!

## Train and develop yourself

You want to be the best sales rep overnight; yet that rarely happens and you

have to spend a significant amount of time [training and developing](#) yourself to iron out the kinks.

### **Five key areas to work on include:**

- ❖ Sales training
- ❖ Work ethic
- ❖ Time management and discipline
- ❖ Competitiveness
- ❖ Mentorship and implementing feedback

When hiring, it's important to not be too idealistic about your candidates; for one thing, you can be sure the 'superstar' salespeople are being headhunted by bigger companies, and your chances of finding someone who knows your audience and can close huge deals right off the bat with minimal training are next to none. Every organization needs a reliable system to train and develop their team.

The biggest challenge is [getting your reps up to speed quickly](#); thus, you must have training material and resources ready to show them—as well as managers that are competent in supporting them as they move beyond it. Once they're trained, they can begin selling and take on larger clients.

Developing your talent doesn't end there, though; it should continue as long as they're at the company, for example, through mentorship programs where they can practice sales exercises to [build their confidence](#) and get honest feedback from peers. Also, you should outline your budget for employee salaries, commissions, bonuses, and prizes.

## **Decide on your daily activities**

This section of the strategy will include the best tactics for your industry and organization to get sales. The core activities for any inside sales strategy are:

- ❖ Prospecting for leads
- ❖ [Cold or warm calling](#)
- ❖ Cold emailing
- ❖ Following up with customers
- ❖ Scheduling appointments or holding meetings
- ❖ Building relationships on social media

## Review and edit the strategy periodically

Finally, your inside sales strategy should include a section for initiatives to keep the vision healthy, updated, and impactful. What good is a document sitting on your desktop collecting virtual dust that no one looks at?

A sales strategy should be so thorough and inspiring to read, the team continuously references it just to make sure they're on track to reach its vision. One way to keep your strategy healthy is to continually measure the effectiveness of your tactics. Are your chosen activities bringing in and closing enough prospects?

What are individual sales rep performance numbers? Are the buyer personas still right for your type of business? If not, then it's best to go back through each section after testing out your strategy and update it based on new information.

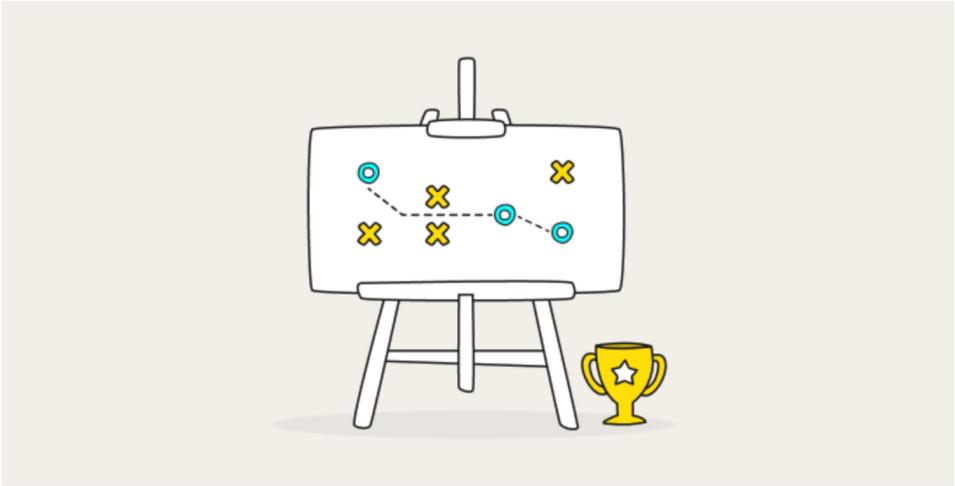
There should also be an ongoing push to find innovative ways to teach, train, and create a more productive team. This could mean finding new management, scheduling, or [prospecting software](#) to make your reps' and leaders' jobs easier, or it could mean discovering cool conferences and workshops to attend on the weekend. Most importantly, productivity is one quality you need to nurture in your team—without it, your vision will lose steam and eventually drift away.

# CHAPTER



# THE #1 STRATEGY TO INCREASE SALES (FROM A BILLION-DOLLAR TEAM)

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In [an interview](#) on the podcast Seeking Wisdom, VP of the billion dollar company Shopify, Loren Padelford shared his secret for increasing sales 10x in 15 years, taking reps straight out of college with no experience and now overseeing a 300+ team. He describes he chooses reps who are curious about the science behind why they're successful:

"We did an interview with one of the first reps that we had into the organization. I was giving him information and he's like, 'I don't understand this. Can you get up on the whiteboard and explain it to me.' And I was like, 'Oh, I kind of love you already.' Because his brain was working in this way that was like, 'Explain this to me with math. I want to see the process.' So when I interview people, I'm looking for people who will break down performance into its piece parts and I always say, 'Performance is not random. Performance is built.'"

In other words, Padelford says that what makes someone worthy of being on his high-growth team is a drive to build their performance and learn the mechanics behind the actions. So if performance is the key to increasing sales, then

## **improving productivity to boost your performance should be the #1 key strategy to increase sales.**

Let's take a look at some data.

An inside sales metrics study conducted by [The Bridge Group](#) from 2012 to 2017 asked sales managers to identify their top challenges in managing reps. The answers reveal that [improving sales productivity and performance](#) has remained their #1 challenge for 5 years in a row. Another study conducted by [Pace Productivity](#) asked managers about their expectations for salespeople, they wanted them to spend at least 50% of their time selling. However, they're usually loaded up with administrative work most of the day.

The issue of spending too much time on the wrong things and productivity seems to be a recurring issue. It's time to separate the wheat from the chaff, the important tasks from the trivial, so sales reps can spend more time increasing sales.

## **Start playing offense to become a star player**

### **1) Practice the batching method**

Batching refers to working on several similar tasks at once. As countless studies have shown, sales reps spend a large percentage of their day on entering data, updating their CRM, and writing and answering emails. When you batch assignments, your mind slips into the groove of that task and you're more concentrated and can perform better. Consider it's cold outside and you need to go get some groceries; you haven't driven your car today, so you need to warm it up before you drive.

Experts say to warm up your car at least 30-60 seconds for the right blend of air and fuel to be delivered to the engine. Without the correct blend, your car can stall, sputter, and leave you stranded. Knowing this information, would you just hop in without warming up your car? Of course not!

Be patient and spend time warming yourself up before you reach optimal performance. Need to send 20 emails? Do them all at once in a one-hour block. It may feel tempting to switch to other tasks, but once you're in the flow of things, you'll start to think of responses quicker and write [high quality pitches](#) faster. Don't believe us? Try it. Switching back and forth between tasks will cause you to lose your spark before you become a flame.

## 2) Tighten up the nuts and bolts of your emotions

Consistency is linked to behavior, and sometimes reps simply don't feel like knocking out 30-50 calls per day. So in order to become more consistent with your schedule, you need to manage your emotions. Managing your emotions is about practicing self-restraint and remembering the bigger goal.

For some reps, this isn't necessarily the goal you set for them (i.e. *hit \$20,000 in sales this month*), but one they set for themselves. Each rep is driven by their own personal motives, which could be anything from earning enough money to buy their first home, to building the skills to move into a higher position, to gaining confidence when speaking to people. When reps have an end goal in mind, they can overcome their desire to slack off and will take action regardless of how they feel.

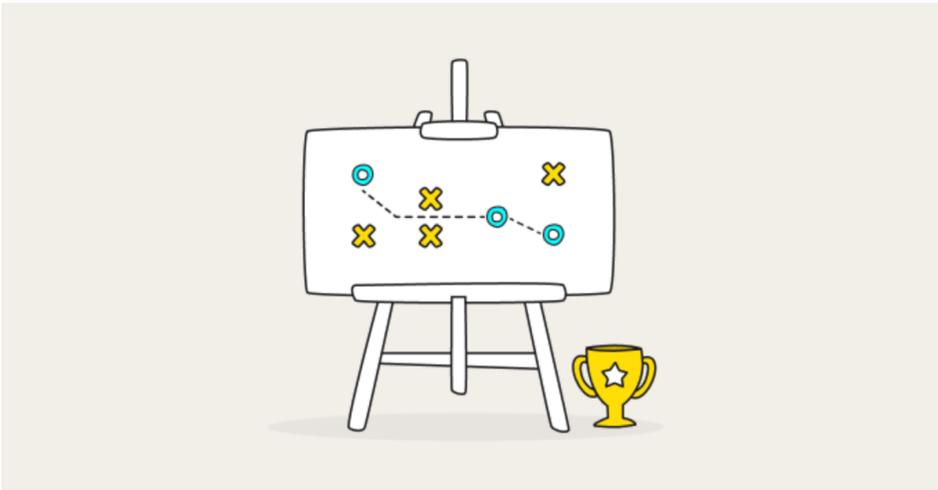
## 3) Don't have the attention span of a goldfish

Do you jump when you hear the chime of an email notification? Wanting to be responsive to our customers or coworkers, many of us answer every email as it comes in. Others check their email on the hour, every hour.

But just like your car on a winter day, in the two or three minutes it takes to answer that singular email, we're not even giving our brain the chance to warm up to email mode. Instead, try carving out 2-3 designated time blocks each day to answer messages.

# The Cold Calling Strategy to Help You Beat the Odds Against 5-Second Hangups

[Cold calling](#) is when you call someone, without their prior knowledge to sell them something. As cold calling does not boast a high success rate, the aim is to attempt as many connections as possible without taking too much time. With some practice, your cold call should come naturally and you should know your lines at each step of the way. We'll go in-depth on different cold calling methods and techniques later, but first, you need to understand how to build a cold call strategy in 6 steps.



## Six-step cold calling strategy

### 1. Establish the goal of the call

Why would anyone pick up their phone and buy from someone they don't know? Some experts say cold calling is dead, that it's best to contact leads who have already shown an interest in your products or services (warm calling). But if cold calling were dead, it would be obsolete. The truth is, cold calling does work; it simply has a low conversion rate and you'll need to bang out 100+ to get three or four good results.

The advantage of cold calling is that it lets you tap into untouched leads. There's an entire world of leads who have not heard of your company, who need your products, so ask yourself when is cold calling right for you? This option is best for when you have exhausted your [inbound leads](#) and need to hit the ground running in order to [fill the pipeline](#). It isn't meant to [close a sale](#) immediately, just to give leads a taste of what you have to offer. Focus on one goal, like setting up an appointment or presentation or sending out an info package.

### 2. Prepare and research

Next, look at the leads from your prospecting efforts. This allows you to review your potential contacts for the day and organize them by how likely they are to convert into customers. Again, cold calls notoriously have a [painfully low conversion rate](#) at just 1-2%... and it takes a sales representative 18 attempts to reach someone willing to talk—see why 100+ calls are necessary for a sale.

The high call volume and low conversion rate mean you shouldn't spend too much time researching each lead—5 to 10 minutes at most. Verify if they match your ideal customer profile and grab just enough info to create a great opening hook that draws them in and keeps them interested.

You have less than 5 seconds to make a good first impression, so write your opening wisely. Make the hook about them. Perhaps you found online that they need their website updated; if your company specializes in web design, bring to their attention how customers won't feel comfortable putting their credit card information into an outdated website.

Other hooks to get leads interested:

- ❖ Mention their company by name
- ❖ Reference a post they made on social media
- ❖ Name a mutual online connection
- ❖ Talk about a local event in their community

### 3. Find contact number

[Finding a lead's contact information](#) has to be one of the most tedious tasks you can do in preparation for a cold call. That's why it's crucial to use a prospecting tool that provides a person's current (and verified) phone number. But a prospecting tool gives you more than just your lead's number. For example, let's say you're hunting for [prospects on LinkedIn](#) with an extension connected to your web browser. This extension should give their full name, a list of phone numbers—work and personal, past and present—and more.

The tool should also have some type of ranking system that orders the results from most likely accurate to least accurate. Many people go through several companies and phone numbers; thus, you'll need a few options when calling. Beware, though; there are unreliable [prospecting tools](#) that don't give you honest results. These don't verify phone numbers, meaning that instead of calling Jack the operations manager you might get Sarah the stay-at-home mom who's busy fixing lunch for her children. Poor prospecting tools hurt your process; if there's 18 calls in the chamber until you make a conversion, you don't want to waste time calling outdated numbers.

### 4. Pre-call ritual

If you're a sales rep who suffers from some pre-call anxiety, your strategy should include a way to warm up and prepare. Like we mentioned before, you don't just hop into your car without warming it up first. Back in high school, your PE teacher taught you to stretch before playing football—how come?

To prepare your body for the game. To get ready for the game of sales, grab a cup of coffee or a warm ginger tea to loosen up the vocal cords, walk around and get your blood pumping, or listen to a motivating pep talk to get hyped. Whatever works for you, getting in the zone and mentally preparing yourself is time well spent.

## 5. Sales script

A [sales script](#) is a list of all the talking points that need to be addressed in your cold call. Now, since cold calls have a low conversion rate and most leads will want to rush off the phone as quickly as possible, it will be rare to even make it through your opening pitch.

For the times you do make it past the opening pitch, a cold call script that's 30 seconds to 1 minute in length and covers everything you need to say helps the conversation go smoothly. Leads can be hostile or aloof with unexpected sales pitches; if you can't keep your composure, they can throw you off course and you'll find yourself stammering to handle objections just as they're about to hang up. A sales script is meant to keep *and* get you back on track. It's like Google Maps for cold calls.

One rep was able to [increase their cold calling rate from 2% to 11%](#) just by:

- ❖ Leading the conversation with a bold statement
- ❖ Preparing for the top 6 "get off the phone" responses
- ❖ Offering to hang up before asking one last question
- ❖ Telling a brief story
- ❖ Asking for an appointment

## 6. Get your technology ready

The world of cold calling abounds with software and technology for you to use before, during, and after the call. Part of your cold calling strategy is having all your tools ready to go.

Cold calling tools

- ❖ [LinkedIn sales navigator](#)
- ❖ B2B Lead enrichment tool
- ❖ [Email and phone verification tool](#)
- ❖ Phone calling and recording software
- ❖ CRM software

Websites to research company demographics, firmographics, psychographics and funding

- ❖ AngelList
- ❖ Crunchbase
- ❖ Owler
- ❖ LinkedIn

## 7. Post-call process

As the call wraps up, it will have gone one of two ways. You either got a solid no from the prospect (sorry, we feel for you) and you're moving on to the next, or you got an "yes, let's book an appointment" (woohoo!) and you need to place their information in the CRM platform.

If you want to practice some batching and stay in your cold calling rhythm, you might save your follow-up for the end of the session or the end of the day. This is also when you sit back and analyze what you've accomplished, pat yourself on the back and try to evaluate how you did on your daily goal.

In the next section, we'll go deeper into how to find and qualify leads. We'll give advice from sales superstars and examples of pitfalls you need to avoid. Saddle up; we're going to get to the heart of every business, AKA prospecting.

# CHAPTER



# HOW MUCH MONEY DO INSIDE SALES REPS EARN?

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Now we turn to one of the most important aspects of [inside sales careers](#): the salary. Once again, various factors affect the salary, but keep in mind that some of these roles may not have cash bonuses like a sales representative. Rather, they may only have profit-sharing, which is a compensation program that splits a pool of money between employees evenly at the end of the year.

## **What's the difference between a base salary and a commission salary?**

The simplest type of salary is a base salary, in which your employer pays you a flat fee regardless of sales you make. A commission-based salary is when you're paid based on the total amount of sales you bring in. Many inside sales representative jobs offer a mix of the two, for example, \$60k base salary + 20% commission per sale for the deals you close.

### Factors that affect the salary for inside sales representatives:

1. Education level
2. Career connections
3. Years of experience
4. Type of industry
5. Companies you've worked for
6. Past deals you've closed

Now we're going to give you the U.S. salary averages, but you'll have to do further research to get a concrete figure for your area.

### Starting salary for inside sales representatives

Do you want to know how much you'll make straight out of college? or transition from another career as a beginner? Take a look at the countrywide averages from the largest employee compensation data companies: Salary, PayScale, and Indeed.com

Role	Salary	Commission	Bonus/Profit Share
Account Manager	\$65,266	\$29,957	\$20,881
Sales Associate	\$38,363	\$4,848	\$4,387
Sales Agent	\$47,763	\$9,566	\$13,785
Sales Consultant	\$60,003	\$14,441	\$6,684
Sales Coordinator	\$47,552	\$4,824	\$2,013

### What location has the highest starting salary for inside sales representatives?

Compensation	Salary.com	PayScale.com	Indeed.com
Location	San Francisco, CA	Houston, TX	Tampa, FL
Starting salary	\$59,402	\$56,511	\$53,906

### Salaries, commission and bonuses for senior inside sales representatives

This includes both management and supervisor employees with 10 or more years of experience.

Compensation	Salary.com	PayScale.com	Indeed.com
Base salary	\$63,023	\$67,000	\$70,545
Commission	\$24,000	\$34,000	\$25,000
Bonus	\$14,621	\$15,000	\$12,000

### How can you make six figures or more a year?

We think it's safe to say that everyone in sales would like to make \$100,000 or more. Well, the good news is that it's totally possible—not just for senior sales professionals, but even for young people 2-4 years out of college. You really have to bust your butt and dedicate yourself, but you can reach the six-figure mark by following these tips:

- ❖ **Go for [B2B sales](#):** In consumer sales, it's harder to make six figures right out the gate, but in B2B it's very feasible. Some companies will hire entry-level salespeople with a base salary of around \$40k, and with commissions, you could be making \$80 – \$120k. Make sure to review and compare numbers on sites like PayScale and Salary.com to see who has the best commission rates.

- ❖ **Sell an established product or service:** Don't waste your time with startups or industries that haven't proven to be profitable. Medical devices, B2B SaaS, and pharmaceuticals have shown to have the most earning potential for B2B sales—and they're the best industries to find plenty of job opening today.
- ❖ **Work in a metropolitan area:** The cost of living is higher, but you'll find that the high base salaries + commissions in larger cities more than make up for it. Back to the chart above, San Francisco, Houston, and Tampa are all great options. Be willing to move or commute if you have to.
- ❖ **[Find a six-figure mentor:](#)** Don't take advice from the sales rep that's been at the company for decades but hasn't made the big bucks. Model yourself after other top earners; see how they cracked the code and follow in their footsteps.

## What are the fastest-growing industries for inside sales professionals?

### 1. Online retail

Online shopping is booming. As more brick and mortars set up shop in the digital world, they rely on social media to advertise and connect with customers. More than 50 million businesses use Facebook pages to connect with customers and 4 million pay for social media advertising. What does this mean for you? There's more demand for inside sales professionals to handle an influx of online shoppers, bring in leads and revenue. As

online retail skyrockets, you'll need to familiarize yourself with social media advertising trends and how to sell respectfully as a member on that platform.

### 2. Financial services & digital payment solutions

Financial services are companies that manage money (insurance, banks, credit unions, etc). Digital payment solutions are apps released by tech companies like Apple or Google, as well as independent apps like (Stripe, Cash App, Square), that allow their users to send and receive money without using cash or bank cards. Both of these markets are growing rapidly year after year, even in recessions or market crashes, as they're both essential to the customer's daily financial management.

### 3. B2B healthcare technology

The healthcare industry is expanding, and it's going to need a ton of inside sales professionals to keep people healthy and safe! An example of a B2B healthcare company is Integrated Surgical Solutions, which partners with health facilities, manufacturers, and surgeons to make medical devices more affordable to hospitals and their patients.

There's also the software AthenaHealth, which helps professionals manage patient schedules and view appointments and incoming lab results. Technology is helping the healthcare industry continue to grow in many sectors, and the average inside sales salaries in this industry is in the six figures. Plenty of [medical sales reps make a jaw dropping \\$100,000](#) or more in commissions alone.

## Make your inside sales dream a reality

We hope we've been able to answer many of your B2B inside sales questions and you're feeling more confident on the direction of your career or business. Ask any salesperson around, from a junior sales rep to a leader; every position on an [inside sales team](#) will [build confidence](#) and challenge you mentally, physically, and spiritually. Never let the hardships turn you away; those who persevere will make the big bucks; get respect; and transform into new, better versions of themselves and be held regarded as an asset to any sales organization.

You know your next steps to finding a job; now go knock it out of the park!

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