

# THE \$100M SALES BLUEPRINT

Congrats on downloading your sales blueprint! Whether you're going from 7 to 8 figures or 8 to 9, or even if you're just starting out and want to take a look at the road ahead, this blueprint will help give you clarity on what steps you need to take to build your sales organization.

I'm Jessica Magoch, an award-winning sales advisor, angel investor, and jazz artist. I help startups and growth-stage companies grow their sales by sharing what I learned recruiting, training, and leading a \$100M B2B startup sales team.

I do this through my signature program, LIMITLESS in both private and group settings.

**Inside you'll find a blueprint for scaling your sales team from 7 to 8 and then 8 to 9 figures.** I've also included a list of the roles and the responsibilities as well as a glossary so we're all on the same semantical page.

**BUT FIRST...** you'll see a list of pre-requisites on the next page so you don't start building your team too soon.

If you have any questions about this blueprint email me at [jessica@jpmpartners.com](mailto:jessica@jpmpartners.com) and I'll be happy to help out.



Jessica Magoch

# THE \$100M SALES BLUEPRINT

## Pre-Requisite Checklist

There are few things you need to complete before hiring your first salesperson.

The most common mistake is starting too soon before a consistent lead generation strategy is in place and a proven sales message is established by the founder. Sales solves a lot of problems but it can not substitute for a poor product or customer experience.

### Marketing:

- Ideal customer surveys
- Craft your core message
- Get Beta Customers
- Define strategic marketing partners
- Establish pricing
- Start building mailing list
- Establish Social Media Identity
  - Drive traffic to the mailing list
- Develop weekly content
- Develop signature talk
- Pursue speaking engagements to generate PR and Leads
- Collect video testimonials
- Automate Social Media
- Decide between in house or outsourced lead generation
- Develop a consistent lead generation strategy
- Product/Market Fit confirmed

### Sales:

- Founder(s) close at least 10 paying customers from cold traffic

### Tools Needed:

Don't invest in expensive tools before you need them.

Here's what you need to get started:


- Simple one-page website
- Social media profiles
- Company emails
- Email marketing software

### Team

At the end of this phase, you should have the following people on your sales and marketing team:

- Founder (first salesperson)
- Marketing Director
- Marketing & Sales Admin

# THE \$100M SALES BLUEPRINT

	START-UP \$1M - \$10M Define Sales Process, Start team	 GROWTH \$10M-\$100M Build Systems & Scale to 5 new reps/week
RECRUITING	<ul style="list-style-type: none"> <li>Hire head of sales. Head of sales sells while recruiting and training managers</li> <li>Establish compensation plan + Stock incentives</li> <li>Define Recruiting strategy + Interview process</li> <li>Develop recruiting message &amp; pitch</li> <li>Recruit via social media channels and personal network</li> <li>Hire an initial management team to sell directly while they start recruiting their teams. Head of sales assists in recruiting for all teams.</li> <li>Coordinate with HR for onboarding</li> </ul>	<ul style="list-style-type: none"> <li>Managers take over recruiting for their teams.</li> <li>10 interviews/mgr/week, Hire 1-2 new reps / manager</li> <li>Automate Onboarding system</li> <li>Develop Recruiting referral system</li> </ul>
TRAINING	<ul style="list-style-type: none"> <li>Create Client Referral System</li> <li>Document sales process</li> <li>Create sales collateral</li> <li>Managers do 1:1 sales &amp; product training</li> </ul>	<ul style="list-style-type: none"> <li>Refine &amp; Automate sales training strategy</li> <li>Start weekly new sales rep boot camp</li> <li>Build sales training portal</li> <li>New rep field training &amp; role-playing with trainers</li> <li>Managers promote high-performing reps to trainers. They take over the training program.</li> </ul>
MOTIVATION	<ul style="list-style-type: none"> <li>Company-wide weekly motivational sales meeting</li> <li>1:1 Sales Coaching from the head of sales to managers and managers to reps</li> <li>Weekly &amp; Monthly Rewards and Contests</li> </ul>	<ul style="list-style-type: none"> <li>Weekly team sales meeting (run by each manager)</li> <li>Monthly company-wide sales meeting</li> <li>Weekly Management meeting (Head of sales motivates, trains and coaches managers)</li> <li>Weekly, Monthly, Quarterly &amp; Annual Contests and Awards Ceremonies</li> <li>One-on-one sales coaching (Manager &amp; Trainer)</li> </ul>
ACCOUNTABILITY	<ul style="list-style-type: none"> <li>Weekly metrics reported via direct manager</li> <li>Developing minimum standards of performance</li> </ul>	<ul style="list-style-type: none"> <li>Weekly metrics reporting</li> <li>Minimum standards of performance</li> </ul>
OTHER	<ul style="list-style-type: none"> <li>Develop retention plan for clients</li> <li>Move to next phase after about 20 sales hires are onboarded and consistently producing</li> </ul>	<ul style="list-style-type: none"> <li>Scale-up marketing/ lead generation investment</li> <li>Start migrating salespeople to CRM</li> <li>Managers open office space</li> </ul>
TOOLS	Written Sales Playbook, Sales Presentation, Spreadsheets to track prospects & metrics, Full website with Lead Generation Focus, Phone/Text System, Sales Rep Contracts & Employee handbooks	Sales Training Portal, Digital Sales Playbook, CRM, Recruiting Subscriptions, Commission Payment Software, Scheduling Software
TEAM	<ul style="list-style-type: none"> <li>Head of Sales + Sales Admin</li> <li>Head of Sales + 5 First Hires (mgrs) + Sales Admin</li> <li>Head of Sales + 5 Sales managers + 20 Salespeople + Sales Admin</li> </ul>	<ul style="list-style-type: none"> <li>Head of Sales + 5 Managers + Sales Admin</li> <li>Head of Sales + 5 Managers + 50 Salespeople + 6 Admins</li> <li>Head of Sales + 5 Managers + 10 Trainers + 100 Salespeople + 6 Sales Admins</li> </ul>

## FOUNDER

**Lead, Inspire, Visionary**

Measured on: Profit, Growth

Founder sells until at least first 10 cold paying customers are onboarded, then assists in larger deals, networking, PR to drive leads

## HEAD OF SALES

**Motivate, Recruit, Train**

Measured on: Sales Team Volume, Profit, Growth

Head of Sales sells until managers are onboarded and selling. Assists in large deals, liaise with marketing & other departments. Manages office until managers go out on their own. Leads weekly meetings.

Comp: Commission + Override + Bonuses + Stock Options or Salary

## SALES MANAGER

**Recruit, Train, Motivate**

Measured on: Recruiting, Sales Team Volume

Managers sell until they have a team of 10, then promote 2 to trainer and assist in larger deals. Primary focus is recruiting. Open offices after 10 people. Coaches sales people. Develop channel partners.

Comp: Commission + Override + Bonuses + Stock Options or Salary

## SALES TRAINER

**Train, Motivate, Recruit**

Measured on: Sales Team Volume, Personal Volume

Trainers sell and manage a team of up to 10. They do field training for new reps, are first line of contact, and help close larger deals. They are first to be promoted to manager based on performance.

Comp: Commission + Override + Bonuses + Stock or Salary

## SALESPERSON

**Sell, Prospect, Sell**

Measured on: Personal Volume, Minimum Standards of Performance

Salespeople spend 80% of their time selling. 20% Prospecting & Following up on leads. Top performers promoted to trainer

Comp: Commission Bonuses + Stock or Salary

## SALES ADMIN

**Recruit Management, Office Management, Personal Assistant**

Measured on: Determined by Sales Mgr.

1 admin per manager. Paid for by manager. They are not a requirement but certainly necessary if manager wants to grow.

Comp: Salary + Bonus



# THE \$100M SALES BLUEPRINT

## (No Frills) Glossary

The following terms are how we describe things at JPM. Since there are no real standard terms (I see as many definitions as I have clients) this is just to be sure we're all on the same page in this context:

IN THE ORDER IN WHICH THEY ARE MENTIONED:

- **Marketing:** Handles messaging of company, targeting, branding, generates leads
- **Content:** Information shared to build value. Ex/ Blogs, podcasts, videos, books, resources, white papers, reports)
- **Leads:** A person who indicates interest in learning more about your product
- **Sales:** Converting a lead to a customer
- **Traffic:** Visitors - usually to your website
- **Recruiting:** Finding, Pitching, Interviewing and onboarding salespeople
- **Training:** Teaching sales skills. The "How-to" and product knowledge
- **Coaching:** Helping people get out of their own way and develop a winning mindset
- **Comp:** Compensation Plan the full package by which salespeople are compensated
- **Onboarding:** The time between the final interview and when the first sale is made.
- **Metrics:** Measurement and numbers. Calculations used to find potential areas of improvement.
- **SOP:** Minimum standards of performance. The minimum activities, including sales, someone on the sales team must maintain in order to keep their position.
- **Referrals:** Word of mouth, introductions to one's personal network
- **Motivation:** Encouraging, inspiring, exciting - sales meetings should mainly be motivational in nature
- **Accountability:** taking responsibility for one's own performance or lack thereof.
- **Retention:** Renewals of contracts with existing clients or salespeople.
- **Prospects:** A person who has expressed interest in buying.
- **Clients:** A paying customer
- **Field training:** On the job training, ride-along, watching other salespeople sell
- **Role-Playing:** make-believe sales scenarios in a safe environment
- **CRM:** Customer Relationship Manager - This can run your whole company, but from a sales perspective, it's a place to track customers, activities, and next steps.
- **Sales Playbook:** A documentation of the sales process and script that works
- **Recruiting Subscriptions:** Job boards, recruiting companies, resume database, job fairs
- **Revenue:** Total gross sales
- **Recurring Revenue (RR):** sales that are on a subscription
- **Profit:** Revenue minus expenses
- **Growth:** The percentage increase from one period to the next
- **Volume or Production:** Total sales closed (paid) in a given period
- **Commission:** Percentage of the gross sale (sometimes it's appropriate to base this on profit if salespeople can negotiate price) Applies to all revenue for any given client now and in the future, though it may be at different rates.
- **Override:** A percentage of sales of the team below you
- **Stock:** Phantom stock distributed usually based on performance to be redeemed at a later date based on vesting requirements and usually only at a qualifying event (merger, IPO, liquidation)
- **Channel Partners:** Other companies or people who sell or distribute your product or service. They are like an extension of your sales team but not inhouse..

You're invited to a ...

## SELLING ACCELERATION AUDIT



You're now in possession of information that can get you massive results when implemented correctly. But, without the right sales strategy and execution your blueprint is just that... a blueprint.

**It's like having the orchestral score of the world's greatest symphony, but not knowing how to play it.**

So, if you'd like to use this blueprint to its fullest potential, I want to show you, in a **Selling Acceleration Audit**, how to **launch your sales to the next level** -

**Whether you're going from 7 - 8 figures, or 8 - 9**, you don't need to stress about sales anymore... click below to get more details and see if it's right for you... [jpmpartners.com/consult](http://jpmpartners.com/consult)

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