

## How To Stand Out From The Crowd

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The key is differentiating with your plan in the interview.

Everyone shows up to the interview with the same tools, usually that tool kit includes a resume, firm handshake, big smile, nice suit and power tie. Companies look at more than one candidate for every job so you have to stand out from the crowd to make the "short list" and put yourself in a position to get an offer.



Most hiring managers in the software sales industry want the same thing, someone that get off to a fast start with minimal hand holding. The best way to convince them that you are the right person is to go the extra mile and show the hiring manager that you can get make an immediate impact by putting together a "30-60-90 Day Plan" that validates you know their niche and more importantly how you will get off to a fast start.

Look at the 30-60-90 day plans below. Customize these examples to your needs and differentiate yourself in the interview.

*(examples on next page)*

## EXAMPLE #1 – MS WORD DOCUMENT FORMAT



## 90 Day Plan of Action

**Bob Smith**

**October 16, 20XX**

### Introduction

I have created this document to outline my planned approach to my first 90 days at [COMPANY]. I created this plan based on my conversations during the interview process and my experience in selling various software solutions/workflow/collaboration tools in the [REGION] Metro area over the past ten+ years. I anticipate that this will be a fluid document that will be adjusted based on interactions with members of the [COMPANY] team and strategic planning with management.

My focus during the initial 90-day period will be to gain significant knowledge of the [COMPANY] product suite; to better understand the competitive landscape, to build rapport and gain insight/experience from the [COMPANY] team, and to build a pipeline through sales activities (cold calling, networking, marketing, etc.).

It is assumed throughout this document that I will meet with management on a continuous (regular) basis and management meetings have been excluded from this planning document.

### Pre-Start

- Perform detailed web based research on all of the competitors in the Collaborations segment. (i.e. strengths vs. weaknesses, product sheets, articles, etc.)
- Research and review data on Social Collaboration such as articles, presentations from recent conferences. This will be accomplished by web based searches and also obtaining any information that [COMPANY] can make available to me.
- Meet with [COMPANY] management prior to start date to set expectation on goals and review/refine the 30/60/90 plan. Also, want to gain insight/perspective from management on individuals that overachieved on their sales goals in 20XX.
- Review/Plan logistic needs with [COMPANY] logistics team (if needed) such as smartphone, laptop, office equipment, etc. I'd like to have this all in place prior to first day at [COMPANY].

## First 30 Days

### **Product Training**

- Receive extensive product training from [COMPANY] Technical Staff.
  - Review every module within the [COMPANY] suite and other [COMPANY] products. Attend any “boot camps” that are offered to insure I have extensive knowledge on the products.
  - Discover which modules are used most extensively in the Financial Services vertical?
  - Determine which modules are unique in the marketplace and offer [COMPANY] a competitive advantage?
  - Understand which modules are most in demand in the Social Collaboration space.

### **Sales Training**

- Conduct meetings with the [COMPANY] sales staff
  - Gain an understanding of their view of the [COMPANY] offerings and the value propositions from [COMPANY] Management and Account Executives.
  - Obtain information on competitors such as strengths/weaknesses, their product offerings, etc.
  - Ask them for what they have used as their “elevator pitch”. Evaluate what has worked and what has not.
  - Individual meetings with top salespeople at [COMPANY].... What are your keys to success at [COMPANY]? How do you perform your sales planning and activities?
  - Accompany Account Executives to one or more prospect/client visit.
- Meet with the [COMPANY] Account Executives
  - Gain an understanding of what is occurring in the marketplace, competitors, and clients.
  - Review past and future sales conference and networking plans. Share conference/networking events that I have attended. Determine upcoming conference attendance schedule with team.
  - Review which products were most in demand by clients in 20XX.

### **Pipeline Activity**

- Make introductory and perform ongoing calls with past contacts and all other key contacts within my network.
- If any current clients are assigned to me, make reach out calls to clients and secure meetings. Determine how the current product is performing and determine if there are opportunities to secure new business.
- Create a top 20 list of new prospects in territory, make contact with all 20 prospects and secure meetings before day 60.
- Secure one commitment from prospect/client to advance a new deal to order phase.
- If I receive any existing deals in progress, reach out to key contact and determine next steps needed to move the deal forward.

## First 60 Days

### Pipeline Activity

- Increase pipeline by performing the following activities:
  - Continue to follow up on leads and partners. Provide status on previous leads provided and insure that all future leads are being provided. Create sales strategy and obtain
  - Follow up on clients/prospects that I met with the first 30 days. If I am following up with existing clients, request any referral business that they may be aware of.
  - Continue to call/email the Top 20 and secure additional meetings within the Top 20 accounts.
  - Follow up on past meetings and focus on advancing those prospects/clients to order stage in sales cycle.
  - Call on past relationships within the financial services industry. Determine if they are leveraging Social Collaboration tools and introduce them to [COMPANY]. Secure meetings if possible.
  - If attending any conference, attain attendee list and make introductory calls to key attendees prior to the conference. Make follow up calls to conference attendees after conference.

### Sales and Product Training

- Review current results with sales team and management. Make necessary adjustment to sales and/or product training plan based on results.
- Continue to go on sales calls with selected Account Executives. Brainstorm sales strategies and formulate strategies that work best.
- Determine what additional sales and or product training is needed and ensure that training is completed in a timely fashion.

## First 90 Days

- Continue meeting with other Account Executives to brainstorm sales methodologies to insure highest possible success rate on current opportunities/sales calls.
- Double the pipeline that existed on day 60 and secure additional meetings in the 3<sup>rd</sup> month. This will be done through extensive strategic account planning to maximize productive sales activities.
- Surpass the first quarter quota and have a pipeline going to my second quarter equal to or greater than other experienced [COMPANY] Account Executives.
- Be recognized by management and peers as a productive member of the Account Executive team who has surpassed all projected sales goals and expectations.

## Account Prospects List:

- Prospect Company 1
- Prospect Company 2
- Prospect Company 3

## EXAMPLE #2 – POWERPOINT FORMAT



## FY-20XX Territory Plan



*Bob Smith: Prospective Enterprise Sales Representative*



## Contents

- Geographic territory
- Key verticals
- In-Territory existing relationships
- 30/ 60/ 90



## Geographic Territory

Commercial Business Population

State	Number of HQs greater than \$500M in annual Sales*
Pennsylvania	87
Delaware	8
Maryland	18
Virginia	37
District of Columbia	1
North Carolina	54



## Geographic Territory

Key Manufacturing, A&D, high tech micro verticals





## Geographic Territory

Companies with existing relationships

Company name 1	Company name 7	Company name 13	Company name 19
Company name 2	Company name 8	Company name 14	Company name 20
Company name 3	Company name 9	Company name 15	Company name 21
Company name 4	Company name 10	Company name 16	Company name 22
Company name 5	Company name 11	Company name 17	Company name 23
Company name 6	Company name 12	Company name 18	Company name 24



## Goal Management

Example KPIs based on assumptions

Annual Quota Analysis	Value
Goal (\$2.2M)	\$2,200,000
Fiscal Year	FY14
Avg Closed ACV per Month per FY14	\$184,000
Avg Contract Size Estimate	\$550,000
Avg. number of sales needed per quarter to hit \$2.2M	1
Closing Ratio Est.	25%
Number of opportunities needed to be triaged	16
New Opportunities identified per quarter	10



## Territory Plan

30 day business plan: Solution Immersion Phase

**GOAL:** 1 – 5 initial sales/ discovery appointments conducted with at least one solution created

- Reach out to entire professional network of in-territory contacts
- Lunch and Learn w/ Product Management: Internalize benefits associated with features/benefits and point functionality of solution. Build model for each.
- Meet with Top Reps to understand keys of their success
- Develop daily, monthly, quarterly KPIs necessary for over-achievement based on quota, avg deal size, avg sales cycle, etc.
  - Based on top rep experiences
- Memorize case studies and customer success stories: These make great stories to tell when speaking with prospects
- Identify a list of "Key Accounts" (5, 10, or 20)
- Visit all install accounts. When do they renew, what are the existing opportunities, run-rate, account history, compelling events
- Develop Elevator pitch, IBS specific to Sales, Operations, Finance, Marketing.
- Develop targeted campaigns by vertical designed to increase brand awareness and exposure to Enterprise Modeling and Planning in the Cloud
- Complete On-Boarding



## Territory Plan

60 day business plan: Solution Honing Phase

**GOAL:** +12 initial sales/ discovery appointments conducted  
5 follow-up solution presentation meetings

- Meet with all Key contacts within the identified Key Accounts
- Continue Product Lunch and Learn, Continue internal networking
- Begin to transition new leads into prospects and into opportunities
- Understand key objections and deploy approach
- Understand competitive weaknesses of key competitors
- External networking through Cloud conferences and trade organizations
- Continue managing to KPIs



## Territory Plan

90 day business plan: Forecasting and sales revenue contribution phase

**GOAL:** Move first deals into committed forecast and into contracts

- Move 2 deals into upside forecast and 1 deal into committed forecast (One of these three deals is a new logo opportunity)
- Develop alternate in-territory sales channels
  - Complementary partners
  - Portfolio of financial investors
- Analyze win/loss of every deal
- Ensure that pipeline has a healthy mix of accounts at all stages
  - Review pipeline in 1:1 meetings with sales management
  - Re-adjust prospecting or opportunity conversion tactics
- Continue managing to KPIs



Please Contact:  
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Thank you!



## Your Career Coach

In today's environment, where the demand for a new job opportunity far exceeds supply, candidates can benefit from a relationship with a search consultant who has a complete understanding of their industry and of the search process for their specific domain.

**Strategic Sales Search** is the country's top-ranked search firm specializing in placing sales and marketing talent with technology and software companies. Our track record of success in matching qualified candidates with quality job opportunities has allowed us to establish an identity as the solution to all of our clients' sales and marketing hiring needs.

Our group offers an effective and unique search process to help candidates find the right opportunity to meet their career goals. We offer our insight and counsel to present candidates to top employers, help schedule and prepare for interviews, and help facilitate communications on salary terms, benefits, and relocation. Once an offer has been made and accepted, we also help candidates proceed through the emotional process of resigning from the present position, including dealing with counteroffers.

## Let's Connect

### Strategic Sales Search

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