



Building The Sales Dream Team

By Joel Pekay

I have built many sales and marketing teams for global, national, regional, and local companies. In a previous [article](#), I address the need to build an organization comprised of people with diverse backgrounds and experiences. Let's dig into some specifics and focus on the role of the salesperson and why businesses struggle with it.

Many businesses create sales positions that are too broad making each person responsible for too many sub-roles. These roles can include hunting, account management, project management, and program management. Condensing roles can work in a startup business but not as a company grows.

Frequently, I am asked how to build an ideal sales organization – the dream team of sales. The answer is fairly simple. To drive immediate success, I build an organization and team with three roles - hunters, account managers, and project managers – each of which requires different skills and self-motivational factors. Let's define each.

A “hunter” chases new leads and sales. Gaining a “new” customer requires building awareness, relationships, a longer sales cycle and is typically compensated by base salary plus commissions. This individual hunts and then moves on. Once a customer is won, the account is transitioned to an account manager.

Account managers generate upselling and cross-selling revenue among existing client accounts. They operate as the point of contact for assigned customers. Their objective is to develop and maintain long-term relationships with accounts assigned to them. Typically compensated by a base salary plus small commission or bonus based on increasing revenue and customer retention objectives, each account manager can support multiple hunters and clients simultaneously.

A project manager is best utilized for complex solutions or when a business provides services, and there is a need to convert a customer win to actual revenue. The work or project must be implemented and managed, which can take many months or even years. A salesperson will lose time selling if he or she has to manage that process. As a result, the project manager is the person to oversee the planning and execution of a particular project, freeing up hunters and account managers to focus on their role-specific tasks. A project manager is compensated with a base salary and possibly a small project implementation bonus.

The key to successfully building a sales dream team is creating a transparent process that seamlessly hands off prospects and clients between each team member as needed, allowing these three roles work together as a cohesive and effective team. [Contact us](#) today to discuss sales strategy and optimization in your business.

About Scuderia Partners LLC

Scuderia Partners provides businesses an outsourced team with expertise in developing and growing revenue through sales and marketing. We work across the customer life cycle, from acquisition to engagement to retention, to build stronger customer connections.



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Scuderia Partners represents global, national, regional, and local businesses looking to expand in the North American market. We do this by building your brand, prospecting, outreach, sales, and ongoing customer management. Throughout the process, we build a scalable approach for continued success.