



## Strengthening Inside Sales in Your Company

When properly planned and implemented, inside sales can serve as one of the most powerful resources for your sales and business development efforts. However, in order to get the most out of inside sales, you should ask yourself these questions:

### 1. What is the role of inside sales in my business today?

Are you primarily using inside sales as a team to place cold calls to new lists; to qualify leads before they are handed to outside sales; to up-sell existing customers who are primarily in the account management (rather than new sale) phase; or to follow up to specific inquiries, campaigns or offers?

### 2. Do you have inside sales doing too little...or too much? How can you focus?

If your answer to the question above is that you're not really sure that inside sales is doing any of those things, you may have a poorly organized and underutilized resource. On the other hand, if your answer is 'all of the above', then you need to re-focus. Use these questions to help accomplish that:

- Do your outside sales people primarily generate their own leads?
- Do your products or solutions always need to be sold in person, or can some sales or opportunities be pursued and closed via the phone?
- What is the nature of the collaborative relationship between inside sales and outside sales at your company? For example, do you pair one inside rep and one or two outside reps together in a single team?
- How do you recruit, hire, train, evaluate and retain your inside sales team members?
- What software applications such as CRM (customer relationship management) and contact management applications do you employ?
- How do you define a 'qualified' lead in your business?
- At what point do you convert a lead into a sales opportunity?
- What is your forecasting process for managing the sales funnel?

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**3. What can you do to improve inside sales – and in so doing, increase revenues across your business?**

Consider these best practices and select one or two to implement first:

- **Lead Generation** – Focus on trying new methods for lead generation, both offline and online, especially those that utilize digital marketing and lead tracking.
- **Lead Nurturing** – The greatest priority for your overall sales effort is to develop and maintain valuable business relationships. Lead nurturing, when executed through a combination of inside sales and marketing support, does this.
- **New Content** – Providing more content (blog articles, how-to worksheets, buying guides, white papers, eBooks, PowerPoints, etc.) not only educates your buyers and keeps them interested; it also helps your inside sales team qualify them.
- **Lead Qualifying** – Better qualifying can be accomplished if you focus on better and more precise definitions of your target prospect and how inside sales can identify the ‘best fit’ opportunities, rather than trying to sell everyone equally.
- **Social Selling** – Inside sales can be about more than phone calls and emails, especially if you layer in social selling. Consider running a team development exercise or training process in which your team examines and locates leads and influencers using LinkedIn, Twitter, business blogs and more.

By taking a comprehensive, customer-centered approach to inside sales you will generate, maintain and enhance more qualified leads, improving sales effectiveness.

**To learn more about sales effectiveness training  
and coaching for your team, please contact us:**

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