

Volume Versus Capacity

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By Renee Houston Zemanski

If you think that hiring more salespeople will increase your revenue volume, think again, says Jeremy Miller, a partner at LEAPJob, a recruiting and sales force consulting firm.

“It’s a myth that you should hire more salespeople for company growth,” says Miller. “If you’re going to grow your business, you need to think about how you are going to scale the lead generation side of your house before you hire salespeople. Because if you don’t have enough lead activity or ability to feed that number of mouths, hiring more salespeople will only dilute the market and cause high turnover.”

Instead, Miller says that companies need to be focused on getting their core message out. Who are you selling to in the marketplace and how are you going to engage them?

“Take that story and engage the broader market through conferences, public speaking opportunities, seminars – the list is wide and open,” says Miller. “The key is asking, ‘What core message is going to engage the marketplace so that your company will be the first call?’”

Miller provides the example of his industry: “We sell recruiting services, which is a highly commoditized industry with very low barriers to entry,” he says. “We work very hard at positioning the words ‘sales’ and ‘recruiting’ in Google so that we come up first in our geographic market. We also position through public relations, article writing, and networking – we have a series of six activities that we do on a monthly basis to get out our core message.

“By connecting the words, ‘sales’ and ‘recruiting’ in the mind of our market, we know that when someone has to hire a salesperson, they will think about LEAPJob,” says Miller. “The result: We haven’t made a cold call for new business in four years and had 60 percent growth last year. The phone rings constantly and we bring in new customers every week.

“Any company can do this,” asserts Miller. “We all have unique audiences, we all have unique markets and competitive advantages; it’s just a matter of showcasing them and allowing people to experience you. It’s more than marketing – it’s about adding value to your market when they aren’t in need of your services.”

Ultimately this type of strategy will help you to stay top of mind and increase your sales volume, says Miller. *For more information, visit LEAPJob at www.leapjob.com.*