

## **2 Biggest Mistakes Made In Sizing An Outbound B2B Sales Force**

### **1) Sales Force Sizing Based On Productivity Enhancement Assumptions**

**In Turbulent Economic Times  
It Is Common To Look At Ways  
To Justify A Reduction In The Size  
Of The Outbound Sales Force**

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**It Is Common To Hear Organization's  
Speak Of How Upgrades Or Improvements  
In IT Programs Or Support Is Going To  
Increase Productivity By 10%+**

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**Therefore Enabling The Enterprise  
To Reduce The Size Of The Sales Organization**

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**The Reasoning Goes  
That The Reduction In Size  
Will Be Made Up- By The**

**Productivity Improvements  
By The New (Fill In The Blank) Process.**

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**Many Times We Have Seen Companies  
Plan For A Reduction In Headcount  
Based On A "Productivity Improvement Program"**

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**That Hasn't Even Been Finalized  
And The Reduction In Headcount Is Based On  
A Projected Improvement That Is Not Supported By Actual  
Testing Or Scientific Data.**

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**2) "Sales Ratio Sizing"**

**Another Common Sales Force Sizing Decision  
That Historically Provides An Adverse Effect  
Is The Decision To Base The Sizing Of The Sales Force On A  
Sales / Sales Cost Ratio.**

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**The Process Of Using A Sales Cost Ratio  
To Determine Sales Force Sizing  
Is A Cost Conservative Approach  
To Improving Profitable Sales Growth**

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**And Only In The Rarest Of Instances  
Does It Result In Long Term Profitable  
Sales Growth Performance.**

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**In The Vast Majority Of Cases  
Sales Force Sizing Based On A Sales Cost Ratio  
Is Associated With Organizations That Have  
Short Term Perspectives And Histories Of  
"Spike & Decline" Performance.**

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**On Average, Outbound Sales Organizations  
That Achieve & Maintain Continuous Profitable Sales &  
Customer Growth**

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**Are 20% Larger & 50% Better Allocated  
Than Companies With Historical  
"Spike & Decline" Sales, Profit & Customer  
Growth Performance.**