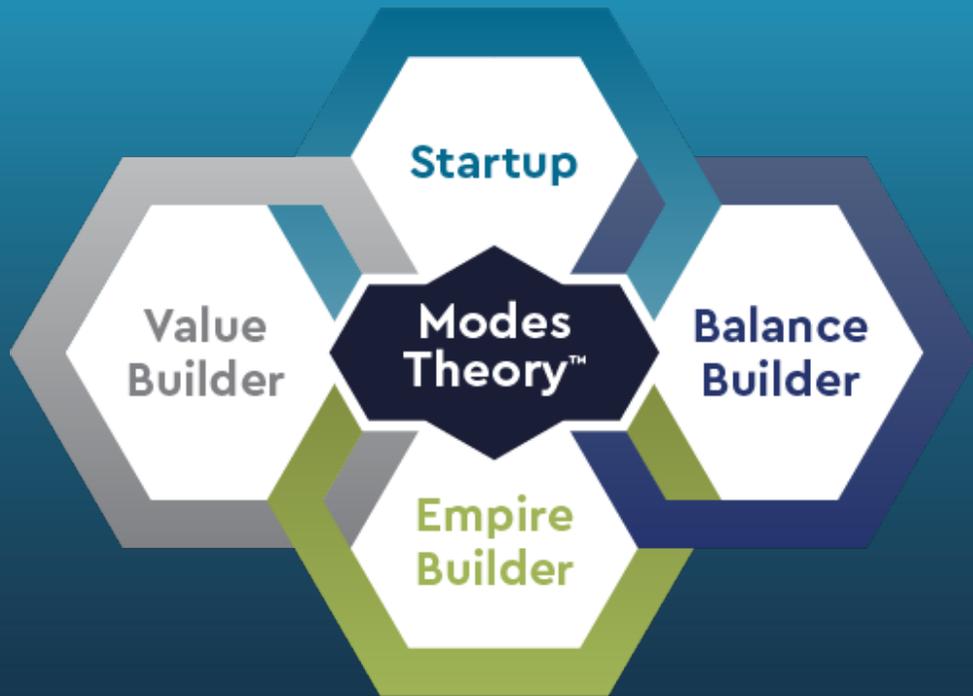


# Journey to 8 Figures: The Roles You Need to Build Your Sales Team

Sales Growth Kit: From Start up to Balance & Value Builder



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# Modes Theory

Complete Your Assessment

[connectwise.com/modes](https://connectwise.com/modes)



# What Problem are we Trying to Solve?



- Growing Revenue!
- Defining the 4 roles you will need.
- Compensating those roles as part of your sales team.

# Growing Sales vs. Service

## Similarities:

- Multiple Tiers: Level I, II & III
- Sr. Team Members hard to find
- Hire to your gaps/pain
- Focus based on skill/role
  - SE, Project, vs. Help Desk
  - Inside vs. Outside Sales

## Differences:

- More Variable Comp in Sales
- Hire Service when workload is there now
- Hire Sales when growth is wanted in 6+ months
- ROI for Service is 1 - 3 months
- ROI for Sales is 1 - 3+ years

# Sales Team Members should NOT be...



Covering the front desk phones  
- except in an emergency



Dealing with Service issues



Dealing with Invoicing  
Questions/Disputes

# 4 Key Roles for a TSP Sales Team APAC\*

## Sales Administration

Salary

Range: \$53,750 - \$83,000\*\*

## Inside Sales

Base Salary + Bonus

Range: \$53,750 - \$117,500\*\*

## Outside Sales

Base Salary + Signing Bonus + Bonus/Commission

Range: \$118,550\*\*

## Sales Manager

Base Salary + Bonus + Rain Maker Bonus

Range: \$133,125 - \$181,667\*\*

# 4 Key Roles for a TSP Sales Team EMEA\*



# 4 Key Roles for a TSP Sales Team US\*

## Sales Administration

Hourly

Range: \$49,978 - \$76,743\*\*

## Inside Sales

Base Salary + Bonus

Range: \$61,983 - \$83,806\*\*

## Outside Sales

Base Salary + Signing Bonus + Bonus/Commission

Range: \$107,901 - \$156,010\*\*

## Sales Manager

Base Salary + Bonus + Rain Maker Bonus

Range: \$139,766 - \$193,750\*\*

\*Not including SE  
\*\*Based on SLI 2023 Solution Provider Compensation Report

# 4 Key Roles for a TSP Sales Team Canada\*



\*Not including SE

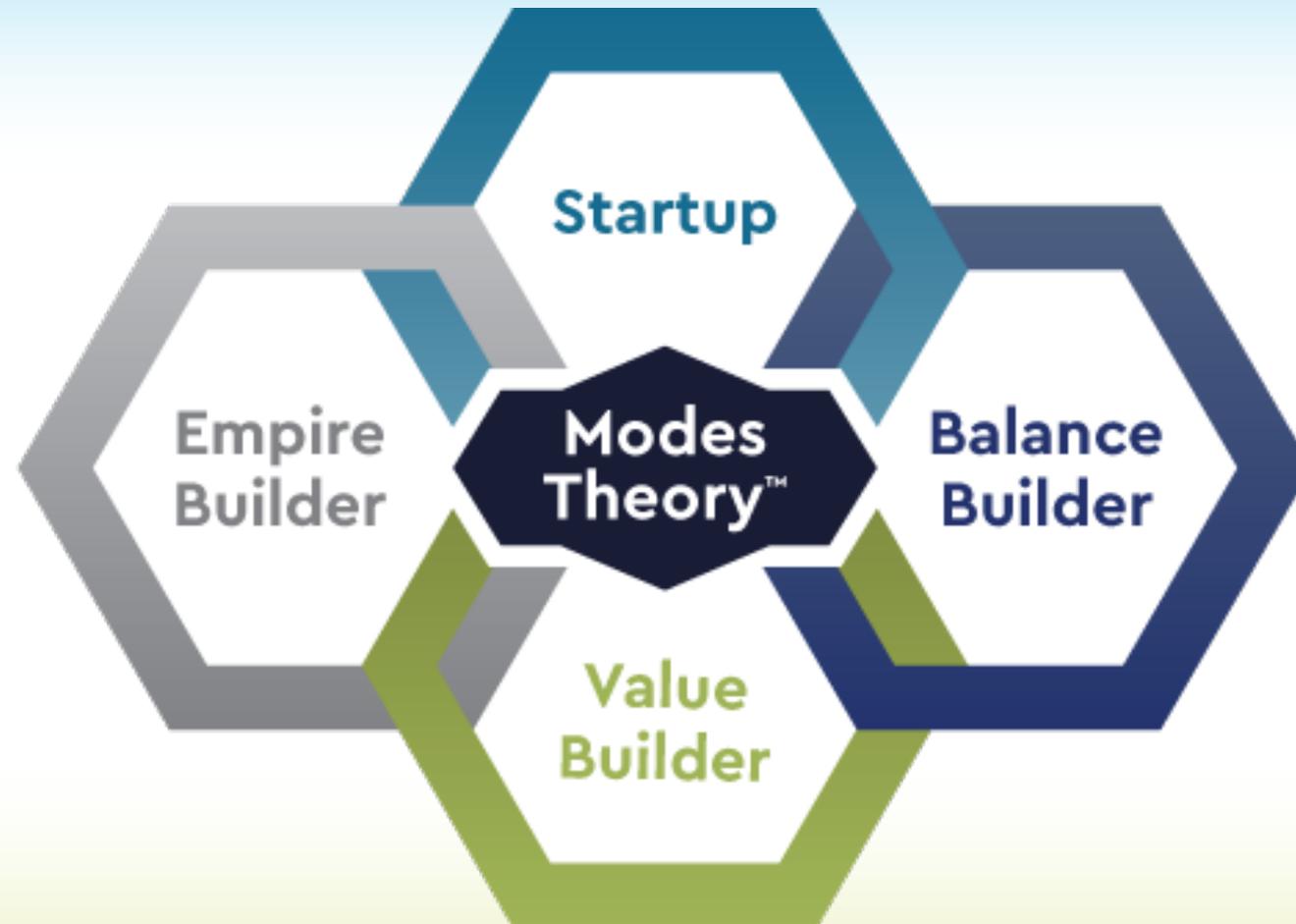
\*\*Based on SLI 2023 Solution Provider Compensation Report

# Brief Review of Modes Theory

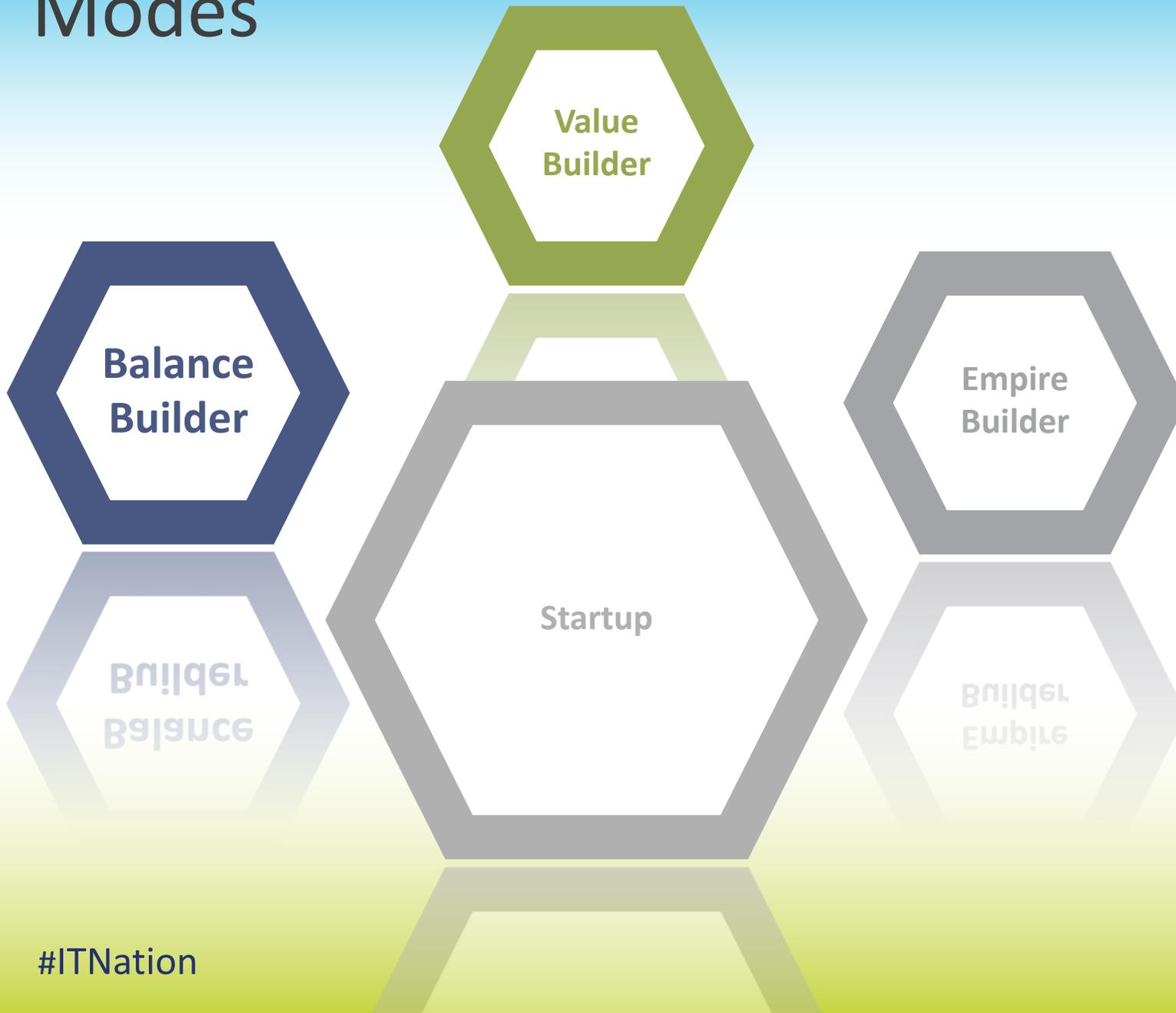


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# Modes



# Modes



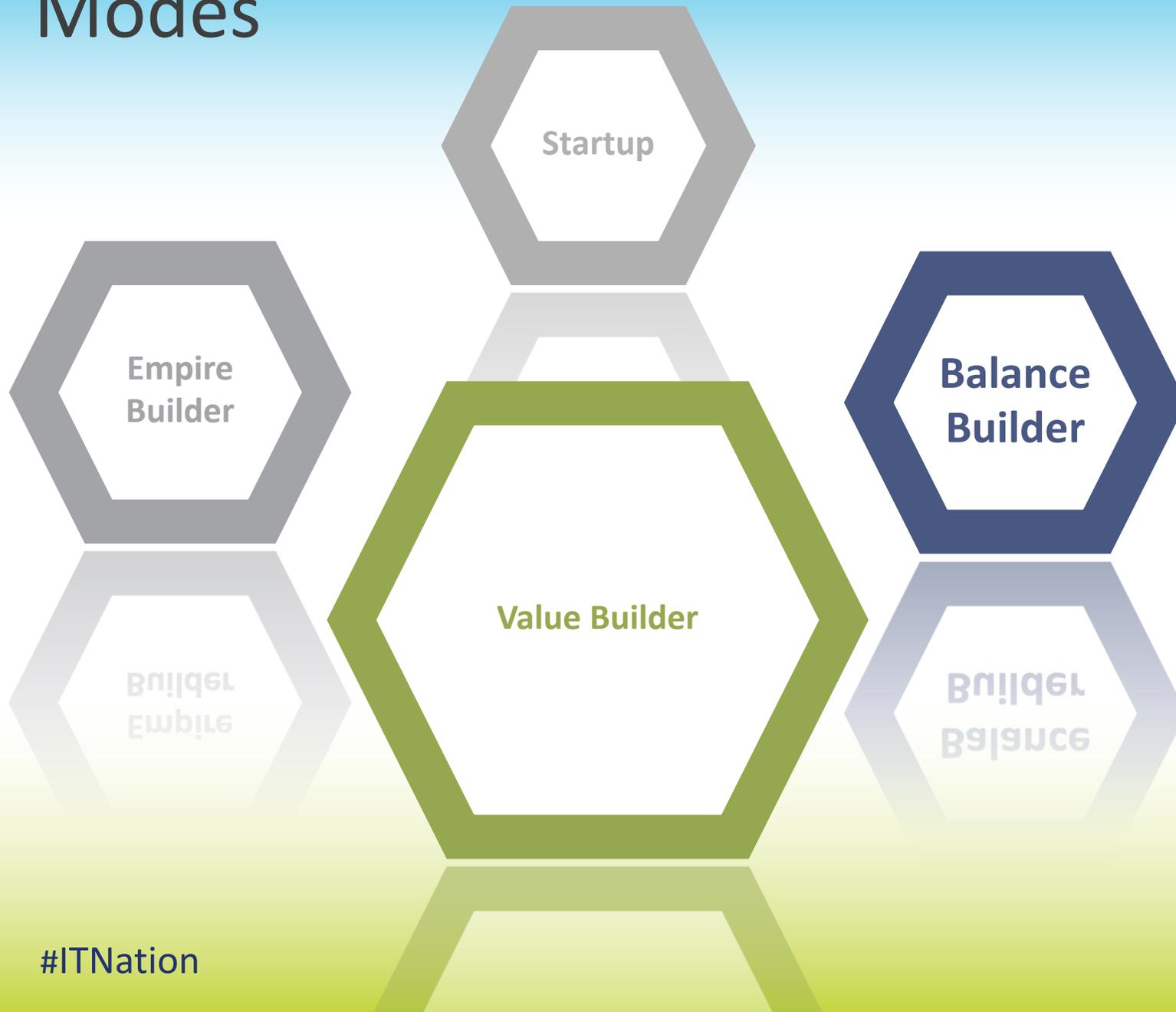
**Startup:** You are open to many possibilities to what your company may become.

# Modes



**Balance Builder:** You want success, but you won't sacrifice your personal life for aggressive financial results.

# Modes



**Value Builder:** You want to build consistent, long-term value through both growth and Best In Class profitability.

# Let's Apply Sales Roles & Compensation to Mode Transitions

# Start Up to Balance Builder



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# Start Up to Balance Builder - Company

Service Team is Likely ONE team vs Help Desk, Professional Services, etc.

Managed Services Program offering multiple tiers, ad hoc services

Good number of 'Project Only' customers

Little to no formal process definition – sales & service

Reference architecture loosely defined, but not required

Product and Project Revenue are Wavy

# Start Up vs. Balance Builder Sales Roles

## Start Up Sales Team

Owner ~50% Sales:

- Outside Sales
- Inside Sales
- Solution Engineer

Admin/Assistant

- Quoting/Inside Sales
- Procurement
- EA

## Balance Builder Sales Team

Owner ~50% Sales:

- Outside Sales
- Solution Engineer

Inside Sales Role x2

- Quoting, QBR's

Sales Admin/Assistant (maybe split)

- EA
- Light Quoting, Procurement

# Balance to Value Builder



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# Balance to Value Builder - Company

Service Team is starting to focus on Role – Pro Services vs. Help Desk and potentially even breaking Help Desk into teams /pods

Managed Services Program maturing – multiple tiers, however, one tier probably selling more than others

Still have legacy clients with ad hoc services

If Project Only Work being done, it's mostly for Managed Services Prospects

Definitions of Sales & Service Processes Complete – low/mid maturity

Reference architecture better defined and tighter adherence

Product and Project Revenue are Wavy, but more consistent

# Balance Builder vs. Value Builder Sales Roles

## Balance Builder Sales Roles

Owner ~50% Sales:

- Outside Sales
- Solution Engineer

Inside Sales Role x2

- Quoting, QBR's

Sales Admin/Assistant (maybe split) x1

- EA
- Light Quoting, Procurement

## Value Builder Sales Roles

Owner ~50% Sales:

- Sales Manager
- Helps with Outside Sales

Executive Assistant x1

Solution Engineer

- (~50% of Pro Services Engineer)

Outside Sales x1 (maybe 2)

Inside Sales x3 (at least one should be more Sr.)

- Quoting, QBR's

Sales Admin x1 (maybe 2)

- Light Quoting,
- Procurement (this may move to accounting function)

# Call To Action!

Access the Journey to 8 Figures  
Sales Growth Kit here:

[Hub.ConnectWise.com/GrowthKit](https://Hub.ConnectWise.com/GrowthKit)

Videos of Delivery  
Resources in a zipped file

Steve & Nate are Launching a  
Sales YouTube Channel

Subscribe to [@MSPGrowthKit](https://www.youtube.com/@MSPGrowthKit)  
Channel on YouTube and/or go  
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+

*Don't forget to fill out your*

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+ Open for Questions!

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