



SBRConsulting

Sales Team Lead 100-Day Plan

A 100-day plan for a new Sales Team Lead is crucial for setting the tone, establishing priorities, and achieving quick wins. This guide is a suggested outline.

FIRST 30 DAYS

Build Foundations



<input type="checkbox"/>		<ul style="list-style-type: none">• Learn about your company's products/services, target audience, and competitive landscape.• Deep-dive into the sales process, metrics, and performance history.
<input type="checkbox"/>		<ul style="list-style-type: none">• Meet with your manager, other leaders, colleagues, and especially your team members.• Have 1:1 meetings with sales reps to understand their strengths, challenges, and goals.
<input type="checkbox"/>		<ul style="list-style-type: none">• Analyse individual performance data, skills, and sales styles.• Identify opportunities for individual development and team improvement.
<input type="checkbox"/>		<ul style="list-style-type: none">• Define individual and team performance goals aligned with organisational objectives.• Communicate expectations for communication, collaboration, and work ethic.

DAYS 30-50

Drive Engagement & Development



FOCUS ON ONBOARDING & COACHING



- Implement a seamless onboarding process for new reps.
- Regularly coach and mentor individual sales reps based on their needs and goals.
- Provide continuous training and development opportunities on product knowledge, sales skills, and objection handling.



BUILD TEAM CULTURE & COLLABORATION



- Foster a positive and supportive team environment through team-building activities and open communication.
- Encourage knowledge sharing and peer-to-peer learning among team members.



OPTIMISE THE SALES PROCESS



- Identify bottlenecks and inefficiencies in the sales process.
- Implement process improvements and tools to streamline lead generation, qualification, and conversion.
- Set up sales automation and CRM systems if needed.

DAYS 50-70

Measure & Optimise



TRACK PERFORMANCE & KPIs

- Monitor individual and team progress towards defined goals using relevant metrics.
- Analyse data to identify areas for improvement and make adjustments to strategies or tactics.



REFINE COACHING & FEEDBACK

- Provide data-driven feedback to individual reps based on their performance metrics.
- Adjust coaching style and content based on individual needs and learning styles.



RECOGNISE & REWARD PERFORMANCE

- Acknowledge and celebrate individual and team achievements to boost morale and motivation.
- Implement an incentive program or reward system to encourage desired behaviours.

DAYS 70-90

Drive Growth & Innovation



EVALUATE SALES STRATEGIES & TACTICS



- Analyse the effectiveness of your current sales strategies and tactics.
- Explore new strategies, technologies, or partnerships to drive further growth.
- Pilot test new approaches and measure their impact before full implementation.



FOCUS ON LEAD GENERATION & QUALIFICATION



- Implement effective lead generation strategies and campaigns to reach your target audience.
- Develop a clear qualification process to identify high-potential leads.
- Nurture qualified leads through the sales funnel with targeted content and communication.



REFINE COMMUNICATION & COLLABORATION



- Foster open communication within the team and with other departments.
- Encourage collaboration with marketing, customer service, and other relevant teams.

DAYS 90-100

Sustain & Reinvest



ENSURE CONTINUOUS IMPROVEMENT



- Continuously seek feedback from stakeholders and identify areas for improvement.
- Implement process enhancements and refine strategies based on data and feedback.
- Invest in ongoing training and development for yourself and your team.



CELEBRATE YOUR TEAM



- Acknowledge the team's hard work and achievements towards overall goals.
- Celebrate significant milestones and successes to maintain motivation and engagement.



PLAN FOR THE FUTURE



- Set ambitious but achievable goals for the next quarter or year.
- Develop a strategic plan to achieve those goals, align with long-term vision.