



Building a Liquid Sales Force

A Playbook for Leaders to Build an Elastic, Cloud-Based Sales Team

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What is a Liquid Sales Force?

The “Liquid Sales Force” is an on-demand, elastic, cloud-based sales team that represents your business and offers a source of net-new referrals, leads and sales.

Ambitious business leaders are confronted with the choice of either investing in additional full-time sales staff, or potentially limiting their rate of growth by sticking with the current sales headcount status quo. It is for good reason that adding salespeople can be worrisome. Sales is often the largest cost-center of the business and nearly half of sales recruits fail to ever hit their quota. Floundering salespeople are a painful sunk cost as well as a significant and irretrievable lost opportunity expense.

Compounding the issue, there is more pressure than ever to successfully “meet n’ greet” prospects and customers in the digital world. Customers are demanding a more white glove (read: personalized) and consultative selling process in the digital world, yet most companies are failing at adequately building relationships with digital customers that are fundamental to near-term and long-term sales success.

So, what are you to do?

In this playbook we propose the buildout of a *liquid sales force*. This is the process of finding, training and cultivating an on-demand, elastic and cloud-based sales team that represents your business and offers a source of net-new referrals, leads and sales, but doesn’t have the potential economic peril of hiring FTEs (full-time employees).

The liquid sales force is constructed by effectively crowd-sourcing gig economy workers (independent sales reps) to be a wholly additive (non-cannibalistic) extension of your sales department. They are contingent (1099) contractors who are only paid primarily on a performance basis. This provides downside protection and an attractive new way to increase overall lead contributions to your sales pipeline, as well as using the liquid sales force model in a “try-before-you-buy” basis to identify high performers who may become future permanent (W-2) team members.

What are the Pros and Cons?

Let’s talk about the perception of the liquid sales force, starting with the potential drawbacks that are sometimes cited:

- *Liquid salespeople don’t care about my customers as much as my “real” employees*
- *Liquid salespeople don’t know how to sell my product and services*
- *Liquid salespeople won’t be able to effectively prospect without my help*
- *Liquid salespeople might not be good ambassadors of my brand*
- *Liquid salespeople don’t have the functional and domain expertise I require*

One of the most misunderstood concepts of working with a liquid sales force is the myth that, because they are not on your payroll, it means they don’t care about your business. The truth is that most sales contractors are only successful if they gain an intimate understanding of your products and services and develop an authentic and empathic approach to working with prospects and customers. Great salespeople know that *people still buy from people they know and trust* and therefore they care greatly about your brand and customer success.

There are advantageous characteristics of a liquid sales force, such as:

- *Liquid salespeople are highly motivated hunters; they live off what they kill*
- *Liquid salespeople are adaptive and gain proficiency quickly*
- *Liquid salespeople naturally gravitate towards selling things they have affinity for*
- *Liquid salespeople have stamina and often an ironclad worth ethic*
- *Liquid salespeople generally detest pushiness, and opt for solution-based selling best practices*
- *Liquid salespeople prioritize cultivation of the relationship above all else*

In addition to the personal traits inherent in most virtual salespeople, there are some practical reasons you may want to explore building a liquid sales force, such as:

- *An alternative to adding the high overhead required of employees*
- *A flexible means to do high-touch selling at high-scale (digital footprint amplification)*

- *A low-risk method to increase the volume of leads contributing to your pipeline*
- *Opportunity for sales coverage outside of conventional 9-5 business hours*
- *Expansion of sales coverage to unfamiliar but new geographical territories*
- *A way to uncover possible areas of growth you're missing today (new markets, channels)*
- *A way to see if specific types of salespeople are a fit for representing your business (prior to hiring FTEs)*

Increasingly potential buyers perform their pre-purchase due diligence on the Internet. And yet, most companies have little to no real-time human presence with their digital customers. Your ability to capture and convert customers has a very predictable decay rate tied directly to how long it takes for you to respond to and build a relationship. There is an unprecedented opportunity to make use of this technology by deploying a liquid sales force at key digital touchpoints to instantly connect with your Internet-based prospects and customers. By doing so it is possible to realize dramatic improvement in lead capture and conversion ratios. We will discuss this more in detail as we get deeper into the playbook.

How to Prepare for a Liquid Sales Force

Creating a liquid sales team requires defining what success would mean for your business, setting appropriate expectations, and making a commitment to a realistic and actionable plan.

If you're like most businesses, the fastest, easiest and best way to multiply sales isn't by adding more salespeople, but rather it's by growing the volume of qualified leads. Lead generation is the accelerant, the rocket fuel, for your growth. While your products and services might be spectacular, and you may be proud of the fanatical after-purchase support that you provide your customers, sustainable growth is only achieved by converting leads into customers.

As you define what success means in your business, there is no more accurate way (not your CRM, not your sales forecasts, not your pipeline report) than LVR (Lead Velocity Rate) to track and predict future sales success potential. The LVR can help you accurately plot your future trajectory. Your goal should be to produce enough leads to grow your business month after month, year after year. Although, to you, success might mean bigger sales or more ringing at the cash register, the fact is that leads are the key contributor to sales effectiveness.

Another important aspect of designing and building a liquid sales force is having reasonable expectations. No single area of your business should provide 100% of your sales. Your business should be a healthy mix of inbound, outbound and *unbound* channels that contribute new leads. A liquid sales force is an unbound channel. In other words, this sales team is essentially virtual and autonomous. Although you can provide it general support and guidance, a number of factors will determine if and how quickly it becomes a meaningful source of net-new leads.

“YOUR BUSINESS SHOULD BE A HEALTHY MIX OF INBOUND, OUTBOUND AND *UNBOUND* CHANNELS THAT CONTRIBUTE NEW LEADS. A LIQUID SALES FORCE IS AN *UNBOUND* CHANNEL.”

Some of the factors influencing the productivity of this unbound channel include:

- *Alignment of interests between your liquid sales team and your business*
- *Experience level and category expertise the liquid salespeople have*
- *The connections these liquid salespeople can bring into their relationship with your business*
- *Adequate levels of economic incentivization and upside for your liquid salespeople*
- *Reasonable education and training about your products and services*
- *The level of marketplace demand for your products and services*

- *Complexity of the sale, and more.*

There are salespeople who may contribute only a handful of leads monthly, whereas other salespeople may generate hundreds of leads per month. It is a good idea to establish a minimally acceptable baseline of expectations for referral, lead and/or sales volume, then work to improve efficacy through optimization.

An essential aspect of developing a liquid sales force is having a plan. Although it might be useful, you do not need to have a written plan. Rather, it simply requires developing a vision for the future. What should your liquid sales team look like next month? Is it just two sales reps? And, where would you like to be in a year? Is it twenty salespeople committing seven hundred new leads per month? By developing goals and a plan, you will be well-positioned for capitalizing on the opportunity of having an extensible band of liquid salespeople driving net-new business.

Now that we've discussed defining success, setting expectations and planning, let's explore all the constituent parts of assembling an effective liquid sales force.



How to Launch a Liquid Sales Force

Launching a virtual, on-demand, elastic, cloud-based sales team can be surprisingly quick and simple. But, it's also important that you invest adequate time and resources to fully understand and address all the nuances of the liquid sales force. By doing so your immediate and overall success can be much higher. Let's delve into each of the steps, learn why they are important, and how to thoughtfully approach them so you get the most out of your elastic sales force.

Start Small

Although it may be tempting to develop a large liquid sales force quickly because it is a seemingly low-risk way to compound sales, it is advisable that you start small and learn as much as you can before scaling up the number of virtual reps. If there are issues you didn't anticipate – for example you underestimated the amount of training required – by growing the size of your force too quickly you'll only magnify the issues. So, at the beginning, it's advisable to add one or two people, connect closely with them,

and test the results over a control period, making necessary adjustments along the way to maximize success. Treat the first salespeople on your liquid sales team like close partners.

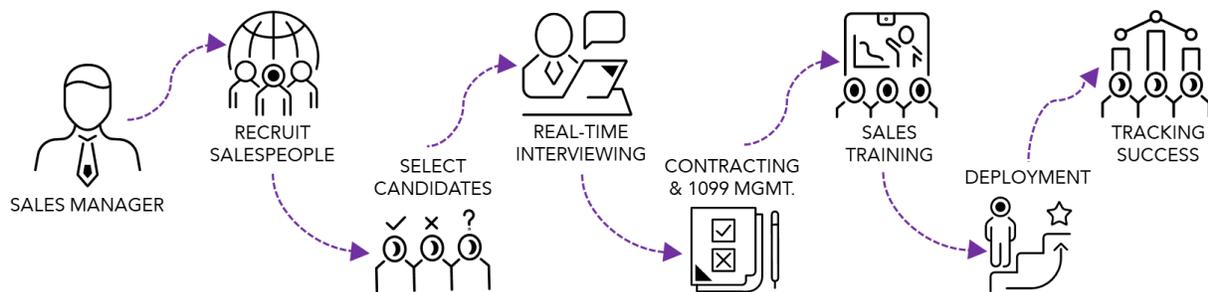
Understand Personality Types

In the same way that not all people are the same, not all salespeople are identical. They have differing personality traits, personal selling skills and techniques, and motivations. Most salespeople are gifted with unique superpowers. Some are wonderful listeners. Some are very analytical and logical. What are the personality traits that will help both your business and the salesperson best align to sales success? By seeking out sales personalities that have technical and cultural fit with your business, you'll probably be much happier with the results. Some of the qualities, for better or worse, to consider include: ego, patience/impatience, ability to focus, extroverted/introverted/ambivert, competitive, intelligent, driven, talkative/quiet, thoughtful/selfish, energetic, thorough, emotional, curious, passionate, distracted, overconfident, trustworthy, kind, authentic, deductive, empathetic.

“BY SEEKING OUT SALES PERSONALITIES THAT HAVE TECHNICAL AND CULTURAL FIT WITH YOUR BUSINESS, YOU’LL PROBABLY BE MUCH HAPPIER WITH THE RESULTS.”

Look Beyond Merely a Generic “Sales” Title

Although a sales generalist is exciting when you find him or her, the reality is that most salespeople perform best in a specific area of sales specialization. For example, some are proficient at finding leads whereas other salespeople are incredibly gifted at closing the customer. Within the category and job title of “sales” exists many sub-categories such as ADR (account development rep), SDR (sales development rep), BDR (business development rep), FSR (field sales rep), ISR (inside sales / inbound rep), LDR (lead development rep), LRR (lead response rep), TSR (territory sales rep). In the early development of your liquid sales force you may not know who exactly it is that you need, and that’s o.k. By experimenting and learning it will help you become more attuned to the roles that will have optimal impact.



Recruiting

Historically, finding outside sales help was neither easy nor inexpensive. Outsourced sales consulting firms often required significant upfront capital investment. And, those types of contract salespeople are often not personally vested in your products or services. Alternatively, you could run an advertisement on a few career websites with the hope that the right contract salesperson would find you. Salesfolks™ was designed to help you find and attract qualified salespeople to be part of your permanent AND liquid sales force. Within the marketplace you can search and sort candidates, invite them to rep for your business, and manage relationships. It is a precision recruiting tool for discovering sales help.

Vetting

When you have found a salesperson candidate who you feel is a good fit, you'll want to invest some time to learn more about him or her. If a résumé or CV is available, that is a good place to understand the candidate's prior experience and the types of businesses they have sold for in the past. Another source is the candidate's sales profile on Salesfolks and their profile on LinkedIn. Social sites such as Twitter and Facebook can be interesting sources of insight into the candidate. In addition, an interview can be very helpful in the screening process. This can be over the phone, face-to-face, or you can use Salesfolks or other video conferencing tools to e-meet. Remember to bring a set of questions to the meeting. Here is a short list of possible questions to help get you started.

- *Can you tell me about yourself?*
- *What is your greatest strength?*
- *What is your biggest weakness?*
- *What is your greatest accomplishment?*
- *What are you passionate about?*
- *Why do you love sales and selling?*
- *What do you know about our business?*
- *What do you know about our products and services?*
- *Have you worked with similar products/service prior?*
- *Have you been in a similar sized business before?*
- *What motivated you to want to rep for us?*
- *Share your process. How would you sell for us?*
- *Does our comp structure work for you?*

Training

This single area has the potential to determine ~70% of your happiness (or misery) when building your liquid sales force. If you are not prepared today with the process and materials to help train salespeople, don't feel bad – you are not alone. For many business leaders who embark on creating a virtual sales team, they are architecting their sales training process and generating supporting collateral for the very first time. It's a healthy and necessary exercise that, when done the right way, will help make you and your liquid sales team more successful, together.

The common reasons salespeople are unsuccessful are a lack of focus, ineffective selling techniques, poor messaging, undefined process, lack of skills, information/education asymmetry, a gap in leadership and coaching, or a combination thereof. The purpose of a well-designed sales training process is to give your liquid sales team the right mix of resources as well as a clear definition of what success looks like. It's like baking a cake with three layers. So, let's dive into how to make that happen.

1. Product / Service Education Layer

This is the foundational layer of the training you provide to your liquid sales force. It informs and educates your virtual sales team about the products and services they are selling, including:

- *The origin story of the product or service*
- *The features and benefits of the product or service*
- *How the product or service helps its intended customer (value delivered – typically how the product or service helps the customer to save money, make more money, or be happier)*
- *Examples of customers who have benefited from the product or service*
- *Competitive landscape*
- *Collateral – such as product brochures, specs sheets, pricing lists, slide decks (presentations), product or service videos and demos, product samples, brand guidelines (how you expect your brand to be represented).*

2. Sales Systems and Process Layer

This layer is the main body of the cake. It's about you explicitly sharing your sales process and what you have found to be successful. This section includes defining and demonstrating:

- *What your sales funnel looks like and each stage as a prospect is converted to a customer?*
- *The specific technology you employ to drive your sales process (e.g. CRM, email tools, web lead clipping, lead list building, scheduling, online meetings, account planning, CPQ, e-signing, etc.)*
- *Do you perform product or service demos? What is the formula for a productive demo?*
- *Do you run trials or proof of concepts (POCs) with customers, if so how?*
- *What does a successful referral, lead or sale handoff look like?*
- *After sale, how do you onboard a new customer? What does customer success look like?*
- *Do you supply target lists or warm leads? Are they exclusive?*
- *How much autonomy/freedom is there for quoting prices, discounting, or extending the length of a contract? What are the specific constraints of unit economics that should be discussed?*
- *What are your expectations regarding the level of qualification? What's the agreed upon definition of a SQL (Sales Qualified Lead)?*
- *Who are the personnel counterparts in the business to know? E.g. Sales managers, sales engineers, technical or field support, customer success manager, et al.*
- *What is the definition of ultimate success? Is there a volume/quota of leads or a specific type of customer that is a high-value target? What metrics can we form a consensus on so no ambiguity exists.*
- *How do you plan to keep the salesperson updated about changes to products, services and pricing?*
- *What does the handoff process look like? If a referral, lead or sale is generated, what is the agreed upon process for that to be promptly and successfully shared? What is the commitment of the business once the referral, lead or sale has been forwarded? In other words, how do we not drop the ball?*

“THE PURPOSE OF A WELL-DESIGNED SALES TRAINING PROCESS IS TO GIVE YOUR VIRTUAL SALES TEAM THE RIGHT MIX OF RESOURCES AS WELL AS A CLEAR DEFINITION OF WHAT SUCCESS LOOKS LIKE.”

3. Sales Competency Layer

This layer is like the frosting on the cake. It's the packaging. It's the first thing that customer will see and hear. It's the introduction of personality and personal selling skills. It's not *what* is being sold, but *how* it is being sold:

- *Target customer profiling – what is the demographic, psychographic and geographic makeup of the ideal customer? What makes them tick?*
- *Sales approach – hard sell, solution-based selling, passive sales? What type of sales approach have you found to be most effective? Are there documented scripts that can be followed?*
- *Psychology of the sale – what are the motivations and triggers of your target customers? What moves them? What gets them excited? What problems do they need solved?*
- *Objection handling – what are the common concerns expressed by prospects and customers, and how do you alleviate their apprehension? Have specific rebuttals been developed?*
- *Meeting and demonstration best practices – how do you make a great impression? Are there specific guidelines to personal appearance / attire for video meetings?*

Onboarding

While onboarding your liquid sales force doesn't have as much complexity as onboarding a full-time employee, there are still some important things to consider in order to minimize the risk of the salesperson floundering due to confusion or lack of adequate support. Here are some things to consider and recommendations to make your virtual salesperson feel empowered:

- Do you want to issue the salesperson a name@company.com email address so there is alignment to your brand and a consistent customer brand experience?
- Do you want to issue a phone number to the salesperson so call volume can be tracked?
- Are there introductions to specific team members that should be made? Do you have a list of key employees and their contact information that the salesperson keep on hand? Who do they go to for help closing a deal? Or who can he/she contact if they need a piece of sales or marketing collateral?
- Have you assigned a coach to the salesperson? Someone they can lean on for questions or occasional help?
- Does the salesperson have unusual overhead, such as plane tickets, that are required to go sell? If so, have you discussed a monthly retainer to help offset these expenses?
- Do you expect the salesperson to sign a confidentiality and non-disclosure agreement?
- Are there any sales systems or tools that you want or need to provide access to?
- Is it prudent to pre-schedule a status call every few weeks to see how things are progressing?



Supporting Stage Transitions

As previously discussed, not all salespeople are generalists. Many successful outbound sales organizations discovered success by investing in and nurturing specific types of salespeople to fill very specific aspects of the sales process. Are you looking for prospectors, sellers, closers, or all three? The point here is that you'll want to define and create a precise stage-specific process for supporting your liquid sales force so that there is continuity between them being successful in their role, and what happens during and after the customer handoff. For example, if Sarah is a prospector and she brings in an incredible lead, who is going to take that lead and run with it? Or, if Marcus is a great closer and has a customer ready to buy, but the customer has a few highly technical questions, who does Marcus bring into the conversation to seal the deal?

TYPES OF SALEPEOPLE

ACCOUNT ADVISOR	SALES EXECUTIVE	OUTBOUND PROSPECTOR	FIELD SALES REP
BIZ DEVELOPMENT REP	TECHNICAL SALES REP	SALES DEV REP	LEAD DEV REP
INSIDE SALES REP	ACCOUNT DEV REP	SOCIAL SELLING REP	OUTSIDE SALES REP
LEAD RESPONSE REP	COLD CALLER	TERRITORY SALES REP	SALES ENGINEER
SALES ASSOCIATE	LEAD CLOSER	ACCOUNT GROWTH	SPECIALTY SALES REP

Incentivizing & Compensating

The unit economics of your relationship with your liquid sales force are incredibly important. Typically, they will be paid on a referral, lead or sale basis, with referrals and leads being paid out a flat lead fee, and sales being compensated on commission based on a percentage of the sale, or a flat rate per sale. Another compensation method is a retainer. A retainer is a fee paid to a salesperson in order to secure and keep their services.

Sales commissions for your liquid sales force can go from as low as 5% to as high as 50%. The industry average typically ranges between 20% and 30% of gross margins, or roughly 10 to 20% of gross sales. There are several factors that influence an appropriate commission structure, including:

- *Are the leads cold or warm?*
- *Total potential ticket size of the sale?*
- *Complexity of the sale?*
- *How long the sales process takes (e.g. three days or three months)?*
- *Amount of overhead required to support the sales process?*

Similarly, the bounty on referrals and leads can vary wildly. Some industries, like the mortgage industry for example, have been known to pay in excess of \$1,000 for a single converting lead. Typically, the price paid per lead ranges from \$25 on the low end to \$500 on the high end. The leading aspects that influence the fees paid for referrals and leads are:

- *How warm is the referral or lead?*
- *What is the aging of the lead? Is it fresh or stale?*
- *How much competition is there for the referral or lead (is it exclusive?)*
- *What level of qualification was the lead subjected to?*
- *How much detail about the referral or lead is available?*
- *What is the timeline to purchase? (e.g. Now, 1 month, 3 months, longer)?*
- *What is the total potential sale or contract value?*
- *Is the sale a one-time transaction (non-recurring), or recurring revenue?*
- *How much additional time and support will be required to close the sale?*

To ensure appropriate economic incentivization alignment of your liquid sales force you want to put yourself in their shoes. For example, if Tania brings in 25 new leads per month dedicated exclusively at prospecting for your business, and you pay \$25 per lead, Tania could make \$625 for the month. Depending on her circumstances, her needs might not be covered by the size of the opportunity. In a situation like this you would likely need to increase the lead fee, or it's possible that a liquid sales force might work for your type of business (typically a liquid sales force is not ideal for low-cost and/or low-margin, commodified goods or services).

Another tactic is the retainer. You may have salespeople in your liquid sales force who have relatively high variable and/or fixed overhead for them to provide services to your business. Examples include travel, technology or telecom expenses. In order to offset their costs or to help make them feel comfortable that they'll recoup their costs by making a guaranteed fee, the retainer can be a powerful way to counterbalance their perceived selling risk. Each situation is unique, but as a rule of thumb, a retainer typically is between \$500 and \$5,000 per month, although for an all-star salesperson with heavy travel a retainer of \$10,000 or more per month is not unusual.

“THERE IS AN INNATE DESIRE IN ALL HUMANS TO HAVE FREEDOM AND A SENSE OF PURPOSE. IN FACT, THOSE CAN BE MORE POWERFUL DRIVERS THAN MONEY.”

“IN ORDER TO ENSURE APPROPRIATE ECONOMIC INCENTIVIZATION ALIGNMENT OF YOUR LIQUID SALES FORCE YOU WANT TO PUT YOURSELF IN THEIR SHOES.”

Motivating

While salespeople are certainly driven by the prospect of making money, what keeps them motivated goes far beyond a lead fee or a sales commission. There is an innate desire in all humans to have freedom and a sense of purpose. In fact, those can be more powerful drivers than money. Unlike employees, with independent contractors you, the business leader, only control or direct the result of the independent contractor effort, such as a lead or sale. You do not direct what will be done and how it will be done. So, motivating a liquid sales force is different than motivating employees. Here are some suggestions to help inspire and keep them motivated:

- **Building trust** – authenticity, building a predictable relationship, and constantly delivering on your promises inspires and motivates. Trust motivates by creating the conditions where one can feel comfortable. Encouraging your liquid sales force to communicate with your business without fear or consequence is one of the most immediate ways to make them feel comfortable.
- **Help them grow** – personal and professional growth is something we all seek. Just because you can't control how a salesperson works doesn't mean you can't help them with advice and coaching. This can come in the form of one-to-one instruction, recommending books to read, or sharing mentorship based on your own experiences with what works, and what doesn't. As an independent contractor they control their work and how they do it, but you'll find in most cases they are receptive and even welcoming of help if it offers self-improvement and makes them more successful.
- **Gain consensus** – as independent contractors your virtual sales force are not employees, but that doesn't mean your interests shouldn't be aligned. By thoughtfully communicating and thoroughly discussing what success means for both of you, it will help motivate your liquid sales force to help find you the referrals, leads and sales that you're looking for, because that is the only way they achieve success.
- **Know what inspires them** – in a global economy exceeding \$80 trillion every year, the modern salesperson has a plethora of options when it comes to the products and services they choose to represent. Most salespeople tend to gravitate towards products and services that they understand and believe they can enthusiastically represent. In many cases you can uncover motivations that are based on affinity by asking, "What interests you about these specific products and services?" Learning what rouses their interest level, and why they care, can be incredibly useful in helping them understand the types of customers, leads and sales that will keep them engaged and attaining a high level of productivity and lead/sales volume.

Expanding

After you've had the opportunity to establish, train and deploy an liquid sales force, the next phase is expansion. One of the many compelling reasons to build a liquid sales force is that you can scale the size and digital footprint with minimal capital investments. This flexibility allows for testing new and different ways to leverage the liquid sales force to grow your lead flow and net-new sales. The following are possible areas of growth you can pursue as you expand:

- **Sales role specialization** – possibly consider adding prospectors who produce referrals and leads, then supply those to a seller or closer. By selecting increasingly specific types of salespeople it will potentially help you find greater efficiency in your sales process. Another role that you may not have considered, but could be helpful, is a salesperson that specializes in working with existing customers as a source of new potential growth. Often these types of salespeople have experience with Customer Success and Account Management but are dedicated to increasing total revenue contribution from your existing client base.
- **Expanding into interesting channels** – you might have initially built your business by selling direct to customers through inbound and outbound marketing and inside or outside sales. That's great and undoubtedly there are more opportunities to keep growing in ways that have already proven successful. Another way to grow is through selling into new markets and via new channel partners that attract new potential customers interested in your products and services. The right salesperson may be able to bring in new potential channel relationships that are warm because he/she already has prior experience in working with those types of channel partners and has the relationships and credibility to make things happen faster with less effort.
- **Exploring new territory** – do you sell in a local market, state, region or country? Is there opportunity to grow into new geographies? A wonderful characteristic of the liquid sales force model is the capacity to overcome the complexity, challenges and expense of entering new geo markets by tapping into salespeople who have localized footprint, experience and expertise. Maybe they speak the local language and are familiar with the local customs. Perhaps they have experience selling products and services like yours, but simply in a different country they are familiar with. While

it can be more capital efficient to improve your local market penetration and market share capture rates, some business leaders have found new geographic markets to be easier to sell into, less competitive or even more profitable. In addition, it may be a useful way to test a new market before putting an office there.

What to Expect from an Liquid Sales Force

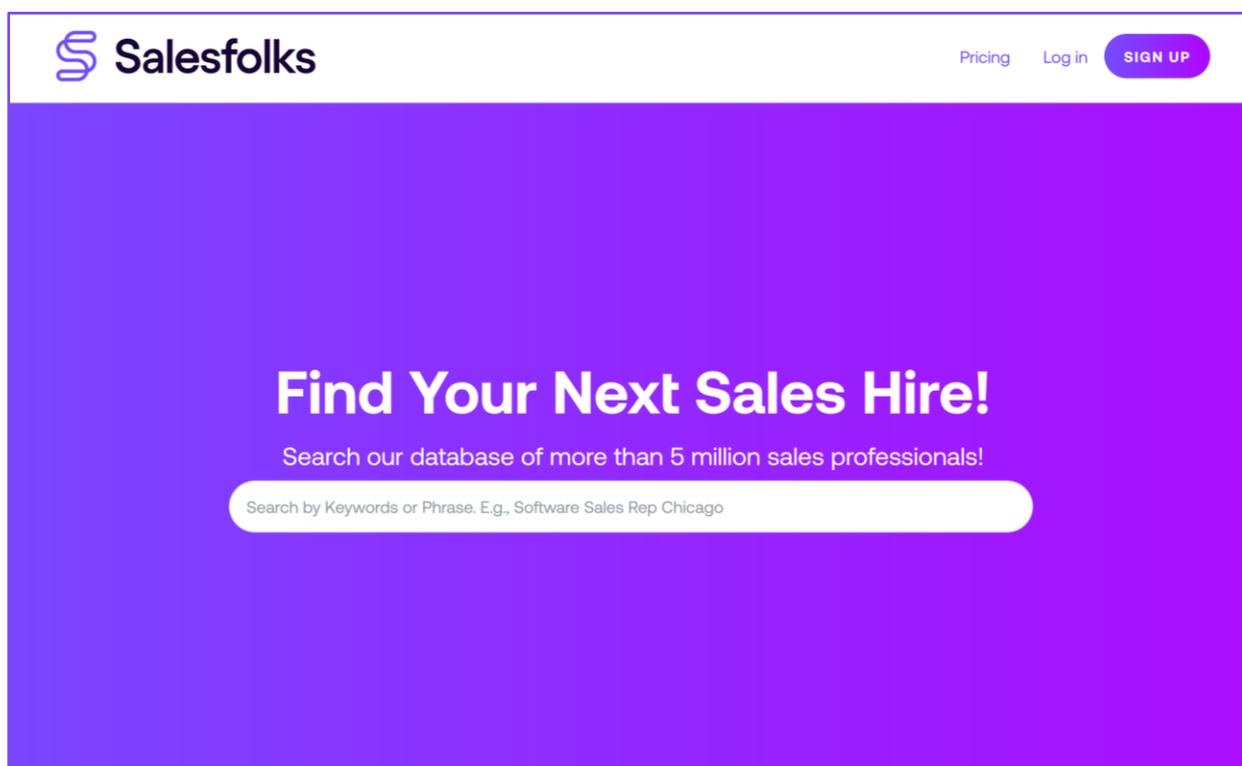
You want to know what your business outcome might be prior to investing in an liquid sales force. That makes you smart!

- **Financial ROI** – *an ideal outcome is one where for every dollar invested, your liquid sales force will provide at least two dollars in net-new topline revenue. It is very possible to exceed that, especially if you recognize exceptional LVR (Lead Velocity Rate) contribution and you're being highly effective in converting that business.*
- **Improved Conversion Ratios and Faster Time-to-Sale** – *there is a decay rate inherent in all prospect opportunities. Prospective customers are most successfully converted if you address them while they are still in an open need-state to solve a specific problem they are experiencing. Like all of us, we are time-starved and have relatively short attention spans in this fast-paced world. Your prospect may be open to learn more about your products and services, or buy, during a very small window. If you don't intervene and address them then and there, your ability to capture and convert falls off a cliff. Simply put, they move onto the next thing in life demanding their attention. Your ability to swim upstream in the customer's due diligence process and talk with the prospect earlier enables you to both improve your lead and sale conversion ratios, as well as accelerate the overall time-to-sale.*
- **Market Intelligence** – *gauging reactions from the marketplace is extremely valuable for understanding where to put your limited time, energy and resources. An liquid sales force is a source of primary research and meaningful intelligence about markets that are buying, and those that are not, as well as a feedback loop about your sales program efficacy. Because they are independent contractors paid upon performance (either submitting referrals, leads or sales) they are predisposed to provide unfiltered feedback about what is working, and even more so what is not working. Why? Because if they are dealing with unanticipated objections from prospects, or constantly finding that customers are pushing off purchasing decisions, they are driven to quickly find out how to solve the issue. If they don't, they are not making lead fees or commission. The liquid sales force will naturally migrate toward things that work. And thus, they become a source of biased, organic sales optimization.*
- **Broader Digital Footprint** – *One of the largest reasons why people still like to deal with human salespeople is mitigation of purchasing risk. By interacting with a qualified salesperson, the customer can better understand the features and benefits of the product or service. Additionally, they develop a greater level of comfort when they have a human counterpart who can help share responsibly for the purchase outcome. Successful selling in the online world isn't just about good content, it's also about customer engagement and giving prospective customers the human option and a concierge level of interaction. A huge benefit of building an liquid sales force is that you can effectively deploy these people to various digital touchpoints thereby achieving high-touch at high-scale.*

In conclusion, a liquid sales force is an on-demand, elastic, cloud-based sales team that represents your business and offers a source of net-new referrals, leads and sales. By designing a process of finding, training and cultivating an on-demand, elastic, cloud-based sales team that represents your business and offers a source of net-new referrals, leads and sales, is that it carries less financial risk, can allow for exploring growth opportunities into new channels, markets and geographies, and can help you to scale your sales in entirely new ways.

Salesfolks – Your On-Demand Sales Marketplace

Few things are more exciting than growing sales. It is said that “sales solve all problems.” Your sales department should be a revenue driver, not a cost center. That’s why we built Salesfolks. It’s a platform for ambitious business leaders who want to amplify their sales. Salesfolks helps you with recruiting, vetting, training, deploying and scaling your very own liquid sales force. This end-to-end solution can be initiated quickly and easily with minimal investment.



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