

10-Step Sales System for Growth: Step 6: Your Staffing Plan

One of the value drivers that business owners find most difficult to improve is revenue growth. Unless your products and services are obsolete or not competitive, revenue growth is achievable. But it requires a well thought out plan, discipline, and hard work. This series of articles provides a step-by-step approach to grow your revenue and perhaps even surpass your sales goals.

Step 6: Your Staffing Plan

Your staffing plan essentially boils down to three components:

1. Current and future org charts
2. Planning for hiring
3. Job descriptions, task lists and job ads

Let's break these down.

1. Org charts

If you already have org charts, you're ahead of the curve, just update them. If you've never done an organization chart before, don't overthink it. Just grab a sheet of paper and jot down every position related to sales in the company today. Include the following for each position:

- Title
- Name
- Start Date
- Wages
- Sales Quota (which you completed in Step 5)

Add anything else that might be relevant. Then create the hierarchy. Do the same at whatever intervals in time you plan to make changes; ideally three years out. Changes may include the elimination of positions, replacement of current employees or new hires. Other changes may include a new reporting structure, product or geographic alignment, or quota adjustments. I once worked for a high growth Fortune 500 computer company, and significant organization chart changes were made, literally,

each month. Some companies may only need to update their org charts once a year.

Your org charts should eventually be created using a software program so they look good, are easily understood, and simple to update. There are several programs you can use; like Visio and Microsoft Excel. There are also free org chart modules available online.

Here's what a couple typical "boxes" may look like, although yours may be different due to your unique business needs:

District Sales Mgr Janet Johnson 4-11-12 \$131,000 \$2,500,000	New District Sales Mgr OPEN 12-1-19 \$101,000 \$1,400,000
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A note on confidentiality: Imagine you put all this work into creating beautiful org charts only to have a rogue employee download them just before she puts in her notice. It happens. Always save your organization charts, whether hard copy or soft copy, in a secure place. You can certainly post organization charts for everyone to see, but only in a format that makes sense.

2. Planning for hiring

Your ability to plan and execute will determine your success. What are all the steps needed to realign a business unit? If you plan to hire a highly specialized salesperson in six months, you may need to start now. Your plan should include who does what and when as well as the feedback loop so you know the work is getting done. Be exhaustive! Components to hiring may include:

- Sharing the hiring goals with the company, which is part of the "Sales Vision" in Step 3
- Creating or driving a Referral program
- Networking groups
- Job Boards

- Recruiters
- Budgets for each activity, including who has the authority to spend

3. Job descriptions, task lists, and job ads

Take the time to create these documents, if needed. Job advertisements are some of the most

critical marketing pieces your organization has to offer and should reflect your unique and enticing culture. A job description and task list provide applicants with a clear understanding of the role they play in the organization and what is expected of them. Don't like to write? Find someone who does and simply tell them what you want.

For more information or to learn how L. Harris Partners can help you grow your business:



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