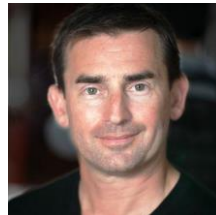




The Death of Field Sales

A radical 'inside-out' approach
to the design and management
of the sales function



Justin Roff-Marsh
Founder: Ballistix
Author: The Machine

Reality check

Is sales even broken?

The undesirable effects

Salespeople average just a couple of bus-dev meetings a week

Salespeople are up to their elbows in customer service

Salespeople over-service some accounts and ignore others

Salespeople don't prospect enough

We have friction between sales and other departments

The root cause



Two questionable assumptions



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Two questionable assumptions



Injection #1

Sales is primarily
an inside function

Injection #2

Sales is a
team endeavor

Thought experiment!

- If, tomorrow, you were to find yourself with no sales (and no customer service function):
 - What would you do?
 - Who would you employ first?



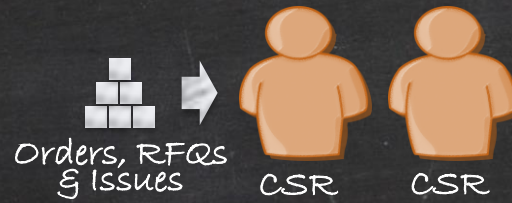
Ultimate sales function

Ultimate sales function

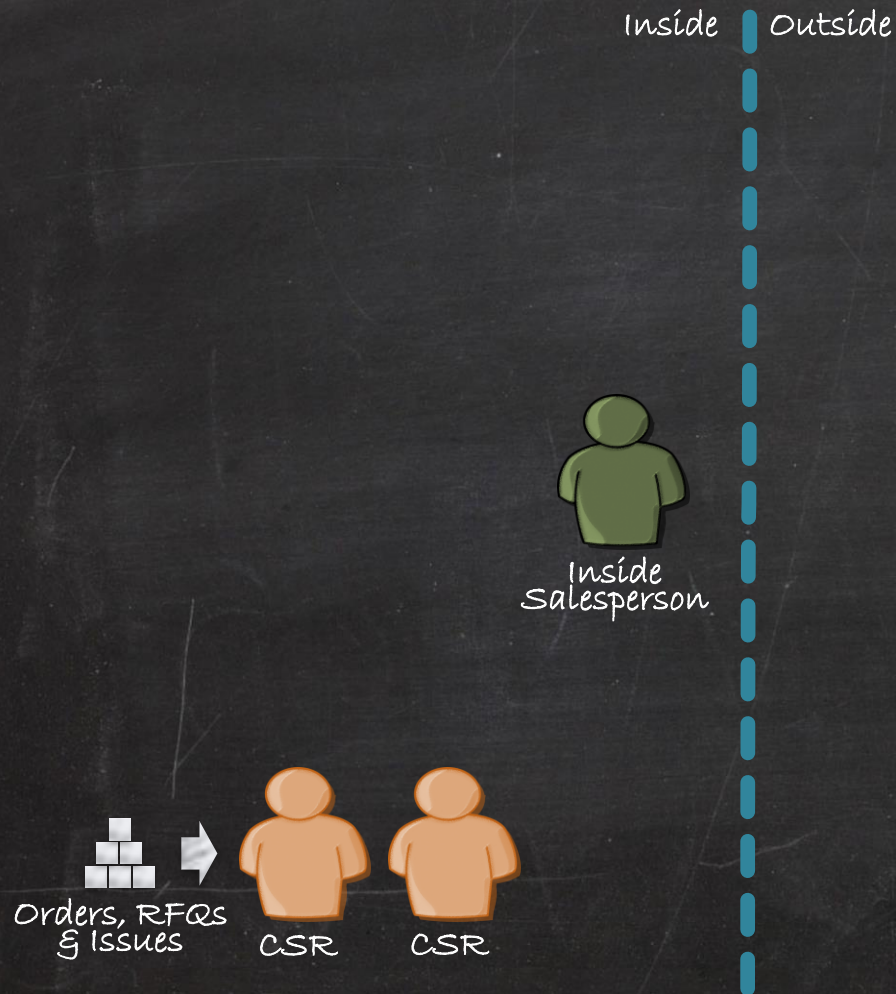


CSR

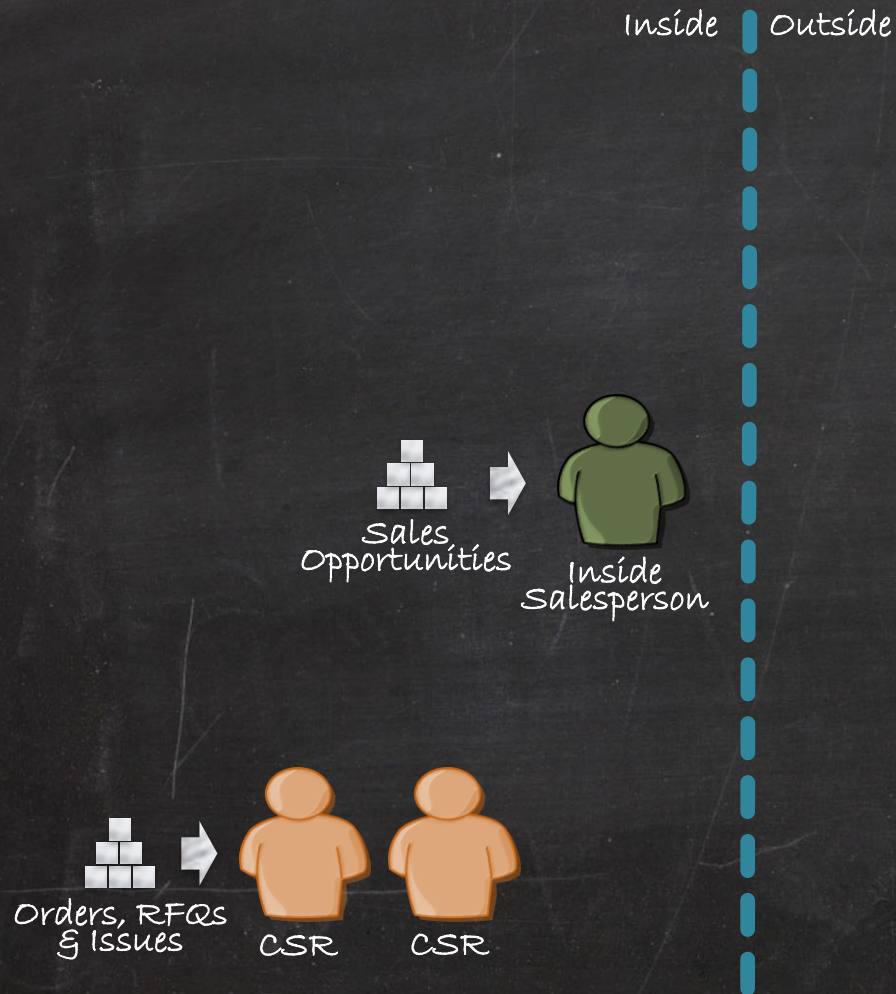
Ultimate sales function



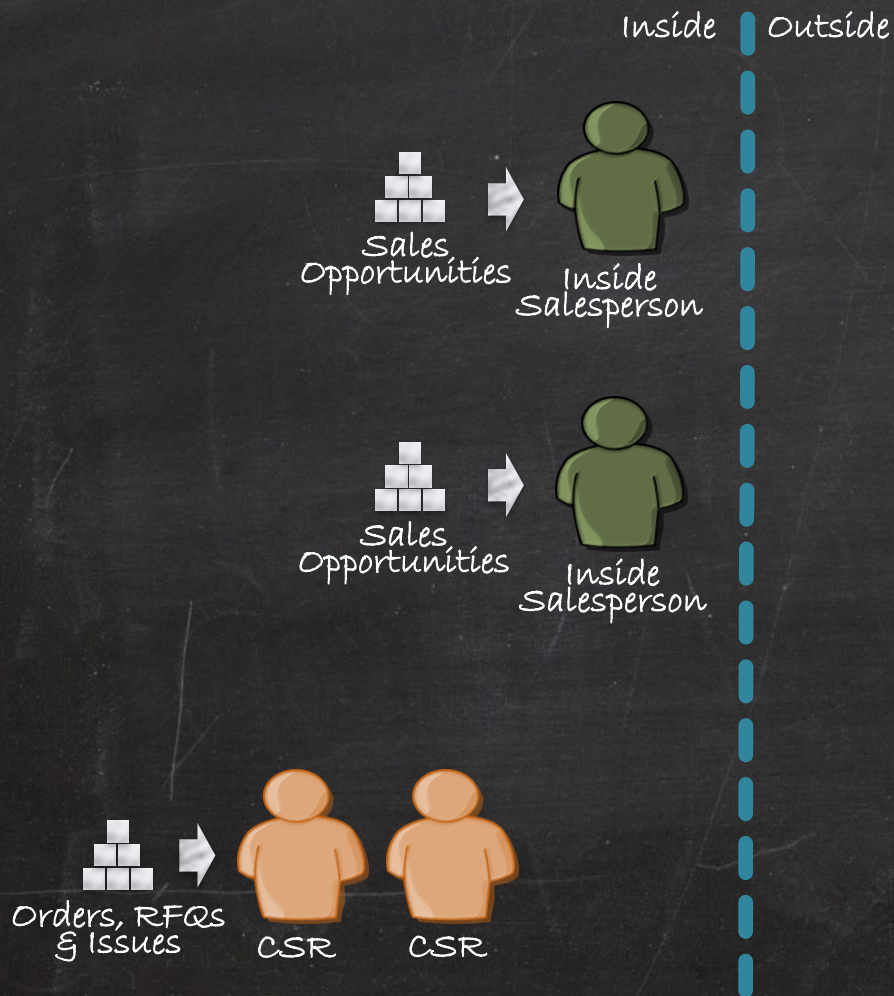
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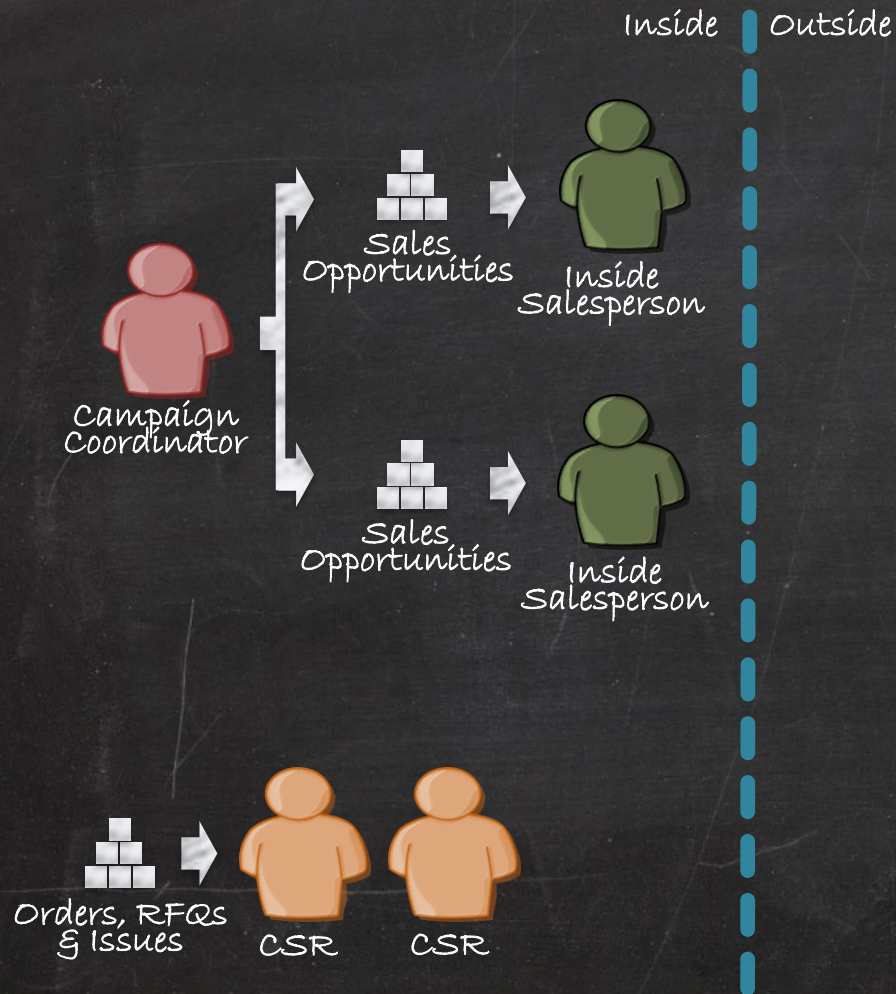
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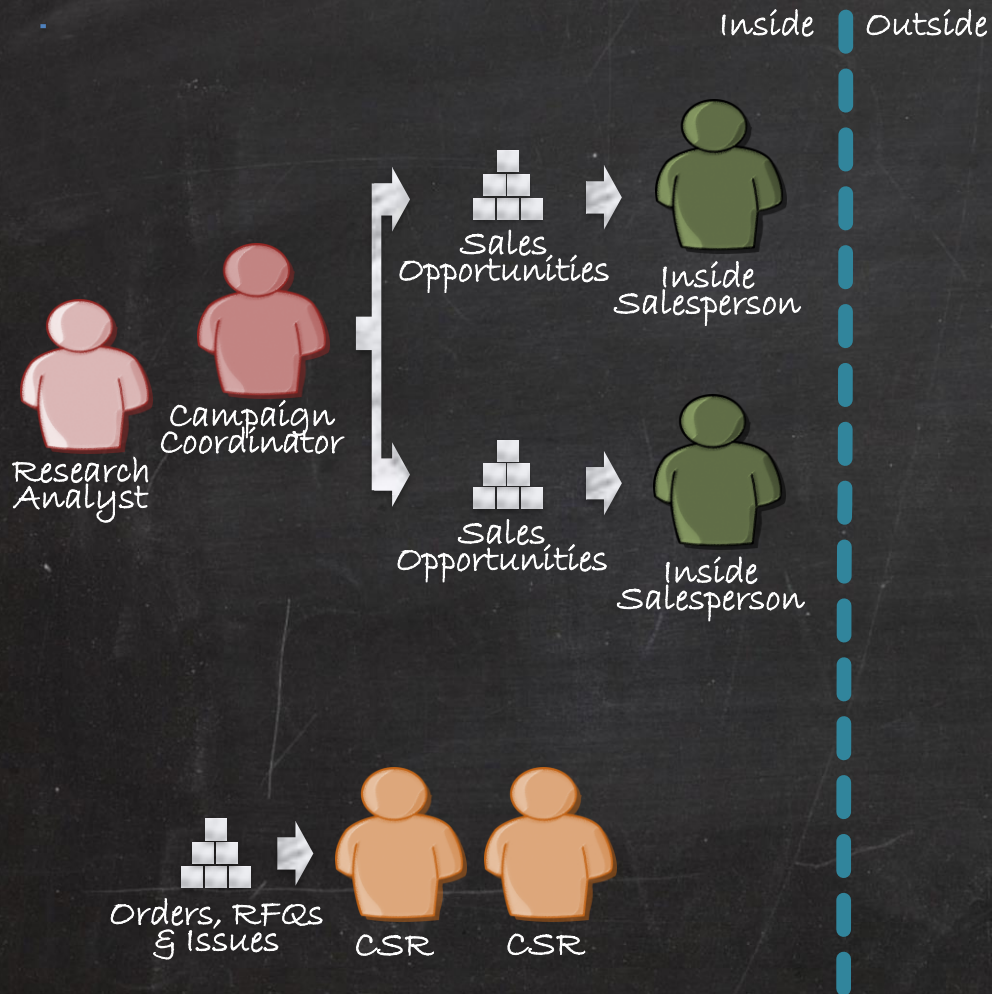
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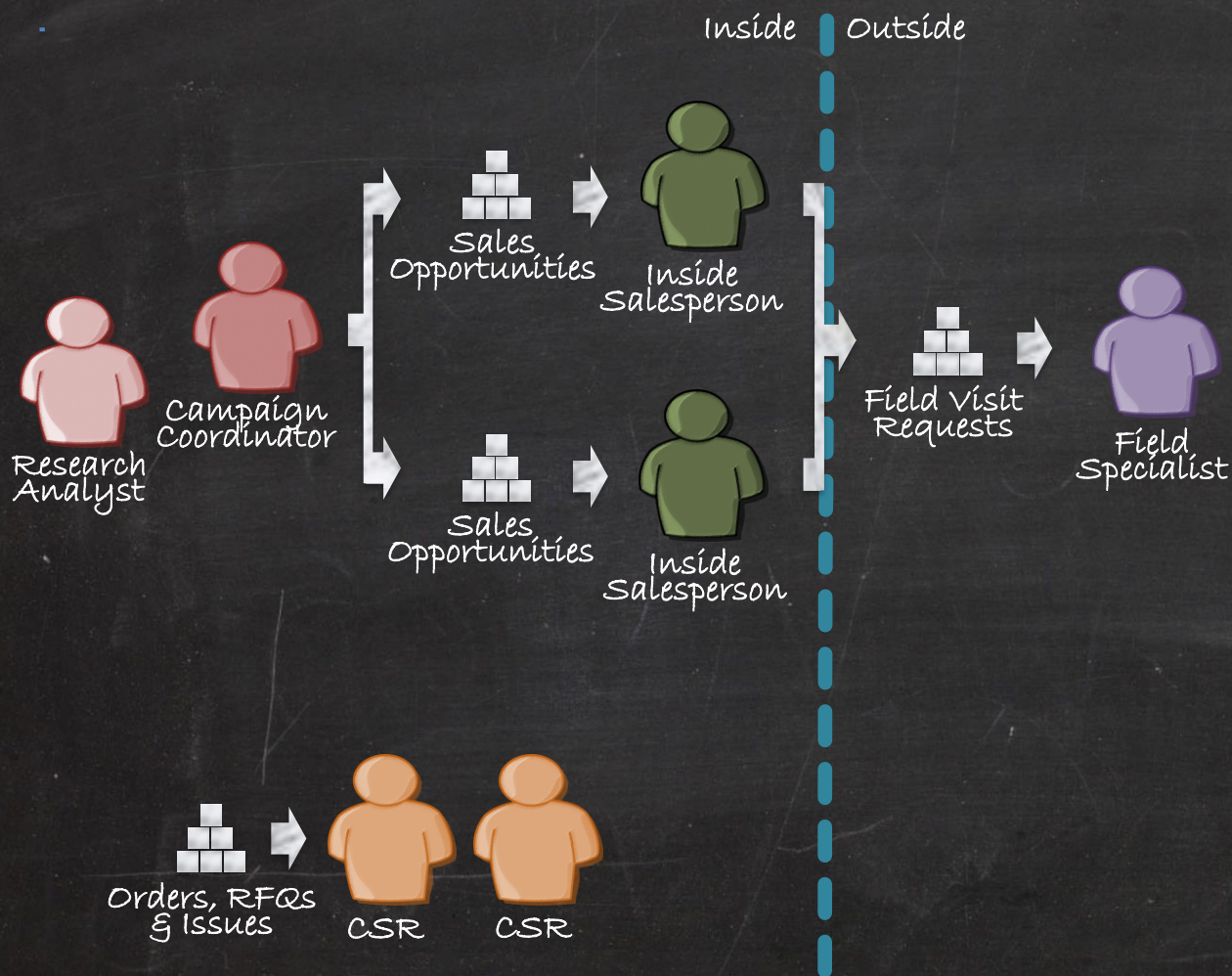
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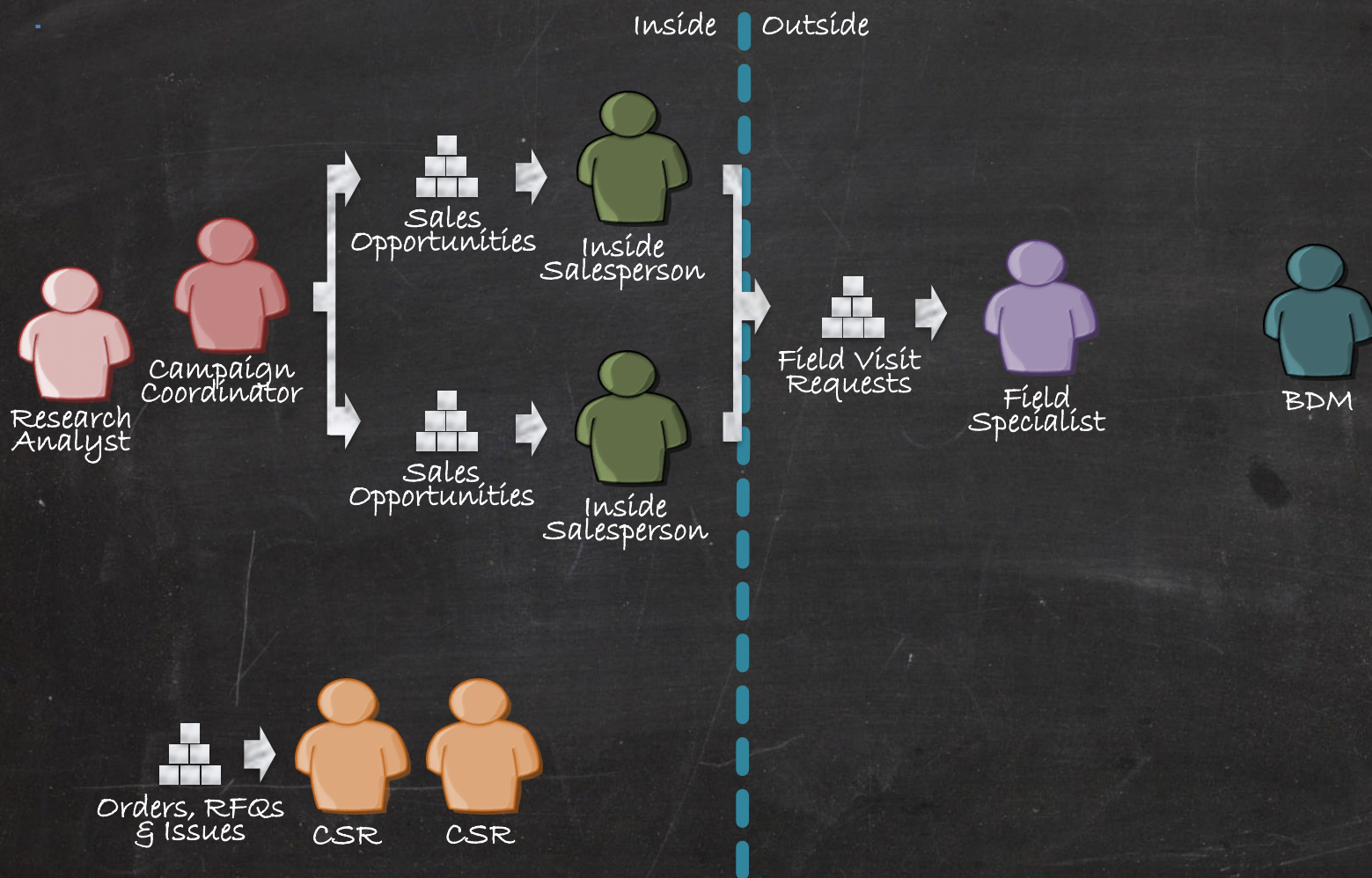
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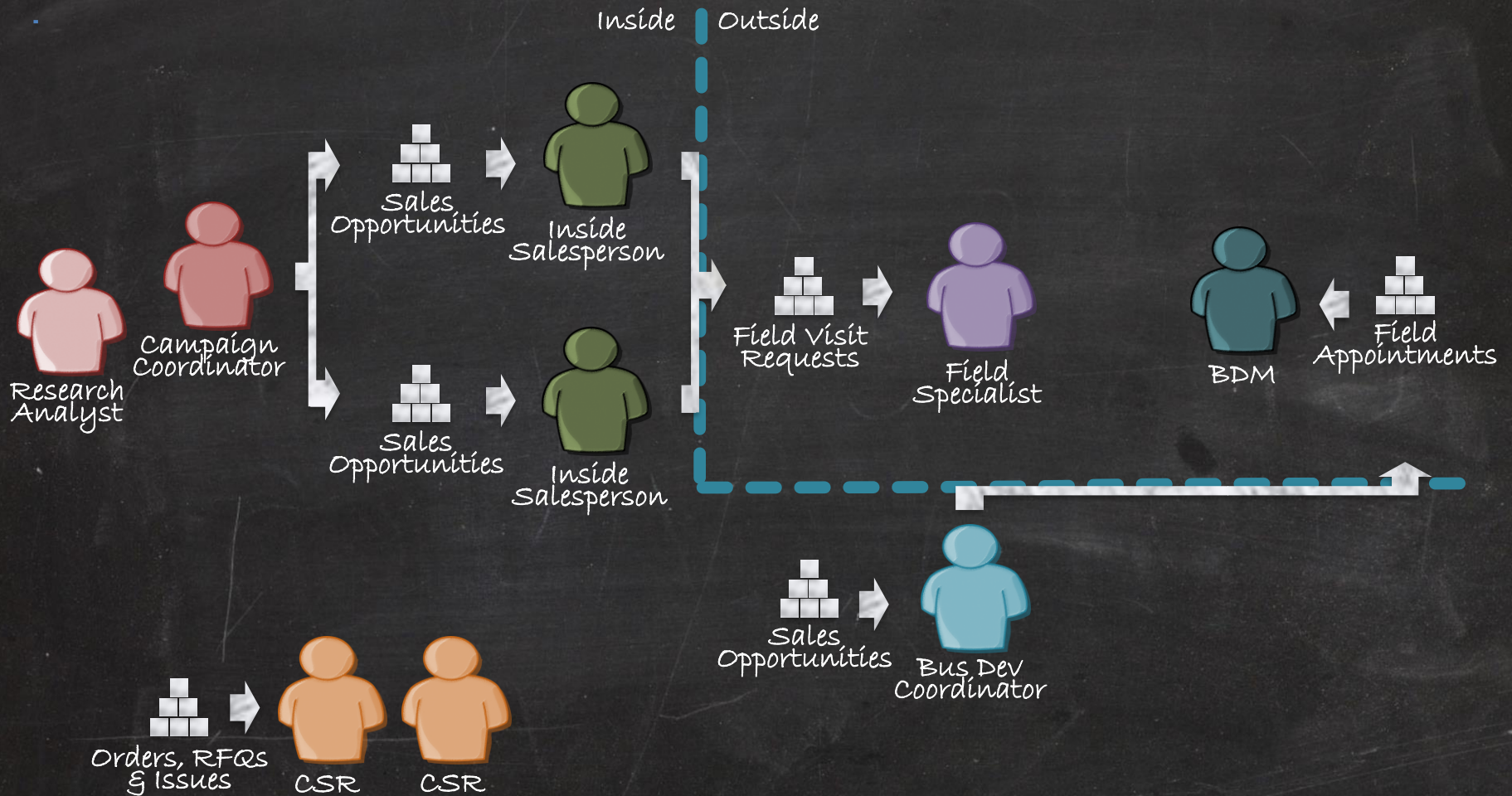
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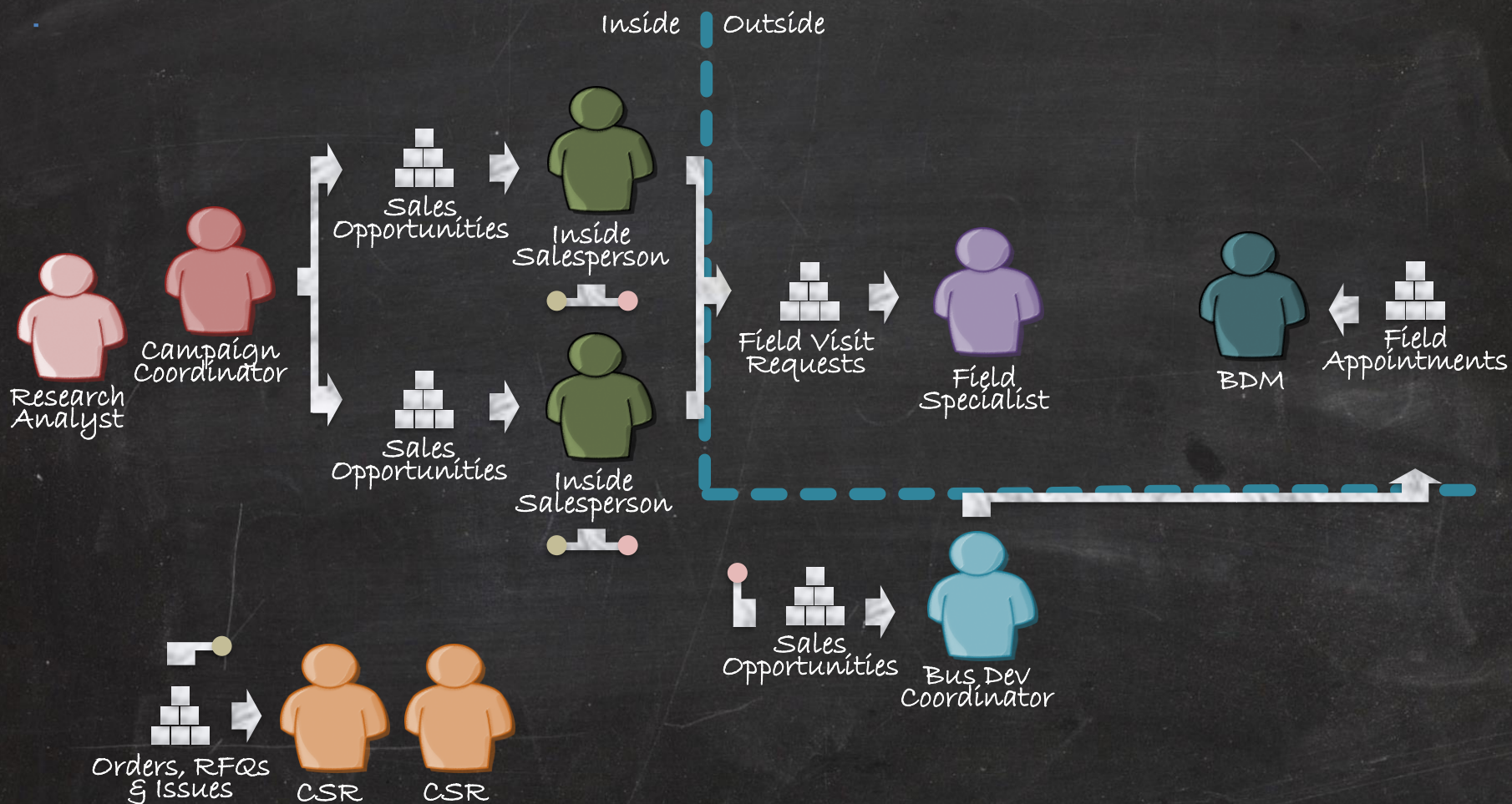
Ultimate sales function



Ultimate sales function



Ultimate sales function

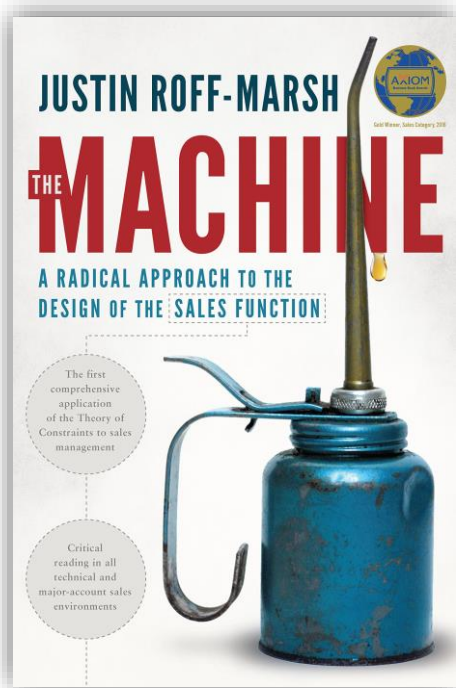


But, can this
work in reality?

Questions

- Don't customers demand a single point of contact?
- Don't personal relationships drive sales?
- What happens to sales commissions?

Your presenter: Justin Roff-Marsh



Author

- The Machine: A Radical Approach to the Design of the Sales Function

Founder

- Ballistix: Building hyper-efficient sales functions for organizations in North America, UK and Australasia
- Irrelevant personal stuff
- Born in the UK, educated in Australia, resides in California
- Plays tennis, lifts weights, and eats like a caveman

justin.roffmarsh@ballistix.com | [@justinroffmarsh](https://www.instagram.com/justinroffmarsh)
www.ballistix.com | www.salesprocessengineering.net | www.justinroffmarsh.com