



MANAGING A SMALL SALES FORCE

Method	Payroll Cost	Sales Management Hours per Week	Superstar Sales Management Skills	Downside
No Sales Manager	Low	Low	No	Cost of lost deals, team development, accountability, holes in process
Low-Skill Sales Manager	Low	High	No	Cost of lost deals, team development, accountability, holes in process with a cost
High-Skill Sales Manager	High	High	Yes	High cost of sales management
Owner/Sales Manager	Low	Low	TBD	One more thing to do for busy owner, and generally an unenjoyable task
Working Salesperson as Sales Manager	Low	Low	No (typically)	Double trouble = Reduced production as salesperson + poor results as sales manager (typically)
Fractional Sales Manager – BAG Sales Excellence –	Low	Low	Yes	Less than 40 -hours per week