

How to build a successful sales organization in a transportation company

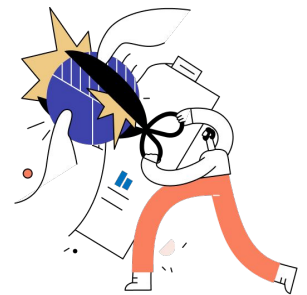
Part 1 – Understanding your niche & value

Hiring a salesperson for your trucking & logistics business is an important decision, but the strategy and planning needed to hire a salesperson is even more important. In a three part video series, Justin Bailie, Co-founder of Rose Rocket, takes you through things to consider when hiring a salesperson, compensation, training, and much more. To help save you time, we've taken the notes for you, and have highlighted the key points below from the first video of this three part series.

Key Pillars

1. Squeeze the niche:

- In this process you want to understand what you're amazing at and is unique to you and your business
- Consider: How do you bring and deliver value to the market?
- Why is this important? If you can identify the area you're exceptional at, you can identify the customers you want to bring to your business
- Pro tip from Justin: Be cautious about choosing service as your value — service is not a sales function but a retention function



2. Value-based selling:

- Why do you want to sell on value? Because you don't want to sell on price
- You want to enable your salesperson to lead with value
- To understand where you fit in the value chain of your customer, you want to consider:
 - What's your customer's objective?
 - What's their growth plan?
 - What are the bottlenecks in their business?



Ultimately, you want to **squeeze the niche, understand the value, and then articulate the value.**

So, should you hire a salesperson now?

It comes down to your ability to afford it from a **time** and **money** perspective. To help with this decision, do a gut check by asking yourself:

- Can you afford the commitment to bringing a salesperson onto your team who may not generate an ROI immediately?
- Can you afford to have the patience to wait for this person to ramp up for about 6 months?
- Do you have the time to lead and train this person?