

ALLEN K. PRATT

Sales, Marketing & Business Development for
Start-Up, Turnaround & High Growth Environments

630-390-9293

MAKING THE CASE TO OUTSOURCE SALES MANAGEMENT

Is outsourcing sales management right for your organization?

Like any purchasing decision, you need to ensure that you get value for the money spent. If you bear in mind that the reason you would even consider investing in sales management in the first place is to increase revenue and profit, then do these calculations first.

- How much additional revenue do you wish to generate, and by when?
- What is your margin on that?
- How much profit does that put in your pocket?
- How much of that are you willing to spend?

One of the issues apart from the loss of time and cash flow in making a mistake in hiring is the actual cost of hiring fees and monthly base salary. This is a cost even before a single additional sale is generated.

If you could get the sales execution focus of a sales director for a fraction of the monthly cost of a full time hire, paid them on performance and have the ability to part company at a month's notice, without any employer liability – would that be attractive?

If you said yes – then there is reason for your organization to outsource your sales management function.

Low risk and low cost = high return!

Several companies are already outsourcing their sales management function to focus on closing sales and ensure opportunities are moving prospects along the pipeline.

HAWKEYE
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Reach higher than ever.

“Allen is a very sharp and experienced executive. I was really impressed at his ability to observe and analyze our business and provide constructive feedback and direction.

It takes both tact and intelligence to be able to communicate with a client and Allen was able to do both! Great asset.”

Pat Bye
President
Energy Dynamics, Inc.

“I have worked with Allen both professionally and personally. With Allen you will always be dealing with someone of the highest moral and ethical character. This of course leads to trust, which is critical in any professional relationship.

He is a very intelligent and tireless worker who will go the extra mile to turn in the highest quality work within the allotted time frame.”

Ted Brunk
National Sales Manager
Lumberg Automation