

How to Find a Sales Consultant

Do you need help finding the right sales strategy for your organization, or do you need help training yourself and your sales team on techniques? A sales or marketing consultant might be what you're looking for. Here are a few things to consider:

- There's a big difference between a sales consultant and a marketing consultant.
 - A sales consultant will help train you or your team on how to close the deal. They can teach you strategies and techniques for boosting your sales.
 - A marketing consultant will help you find the right market for your product. Then they'll help you come up with a plan that can lead your sales team in the right direction.
- Does the consultant have professional indemnity insurance? Many consultants will use this insurance for protection in case their professional advice causes any harm to your business. It's professional and responsible for them to carry this.
- Are they a member of any professional bodies?
- How do they keep their knowledge up to date?
- Will they transfer the skills to you as they go, or will you need to go back to them each time?
- Do they have a network of experts on which to draw? Their "black book" is part of what you're paying for.
- Do they have any references?
- To help you decide if an hourly rate is appropriate, figure out what you would pay a full-time person to do the job. Divide that rate by 2080 (52 paychecks * 5 days * 8 hours). Are you willing to pay for an entry-level position or a senior-level position? This will help determine if the hourly rate is acceptable to you. (Note: Because an outside consultant must absorb their own expenses for healthcare, travel, and entertainment, this hourly rate will likely be at least 25% higher than what you would pay an employee).

Websites that may be useful:

AMA (American Marketing Association) – <http://www.marketingpower.com> – Click on Community, find a chapter, and enter your state.

Dayton chapter of the AMA – <http://www.daytonama.com/> – Shortcut to the Dayton chapter of the AMA.

Sales Vantage – <http://www.SalesVantage.com> – This site has a myriad of options to search for a particular sales consultant by expertise or region.

BMA (Business Marketing Association) – <http://www.marketing.org/i4a/pages/index.cfm?pageid=1> – For Business-to-Business companies.