



# Profitable Sales Growth Strategies

Outbound Excellence  
877-337-2674  
602-770-0012  
[www.outboundexcellence.com](http://www.outboundexcellence.com)



# Profitable Sales Growth Components for Account Transition Strategy



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## Expect High Turnover

**An Unfortunate Aspect  
Of Outbound B2B Telephone Sales  
Is The High Rate Of Turnover  
With An Industry Average  
Over 50% Annually**



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## Prepare For Turnover

**Although It Must Always Remain  
A Primary Objective Of An Organization's  
Leadership Team To Reduce Turnover**

**An Organization  
Must Be Prepared For Turnover  
When It Does Occur**



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## Plan For Turnover

**There Are Companies Today  
That Have Experienced Turnover  
Of Hundreds Of Salespeople**

**And To This Day Do Not Have An Effective  
Account Transition Strategy In Place**

**To Ensure The Profitability  
Of Transitioned Accounts  
From Terminated Salespeople Is Maintained**



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## **Account Transition Policy**

**The Transitioning Of “Free Commission”**

**Active Buying Accounts**

**From Terminated Sales Reps ...**

**To Sales Representatives**

**With More Tenure**

**But With A Much Poorer Work Ethic**

**Than The Newer, Yet More Driven,**

**Harder Working & Oftentimes**

**More Deserving Representatives**



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## **Account Transition Policy**

**Is One Of The Most Common  
& Most Profit Inhibiting Mistakes  
Made In Sales Organizations Today!**

**See Our Section On Developing  
A Profitable Account Transition Strategy  
& Learn How To Turn This  
“Profit Inhibitor” Into A “Profit Accelerator”**



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## Monitoring Transitioned Accounts

**Many Years Ago We Developed A  
Performance Monitoring Process**

**That Tracked The Changes In Revenue  
From Active Buying Customers  
After Their Re-Assignment To A New Account Manager**

**As A Result Of  
The Previous Account Manager's Termination**



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## **Down The Profit Drain**

**In A Typical  
Outbound B2B Telephone  
Sales Organization**

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**Accounts Transitioned  
To A New Account Manager  
As A Result Of A Termination  
Will Decrease In Margin Dollar  
Performance By 35%**



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## Retaining Bad Hires

**This Is One Of The Key Reasons  
“Why” Organizations “Do Not” Terminate  
Sales Associates**

**Even When They Are Detrimental  
To The Organization’s Performance & Culture**



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## **How To Protect Your Investment**

**The Same Accounts That Will Decline  
By A Minimum Of 35%**

**When Transitioned To A New Account Manager  
As A Result Of A Termination**

**Under An Average Account Transition System**

**Will Increase By An Average Of 15%  
Using An Outbound Excellence  
Account Transition Solution**