

10 Steps To Profitably Sizing Your Sales Force

1. Identify Your Target Market Segments

2. Identify Your Target Customer Profile For Each Target Market Segment

3. Identify The # Of Target Companies In Each Target Market Segment

4. Analyze Existing Buying Customers To Determine The # Of Buying Companies In Each Target Market Segment

5. Calculate Your Current Marketshare In Each Target Market Segment

**6. Calculate The Average # Of Accounts
Managed By The Average Rep
In Each Market Segment**

**7. Calculate The Range Of Contacts
Needed To Qualify Or Disqualify
Each Account (E.G. 3-8)**

**8. Calculate The # Of Sales Representatives
Needed To Effectively Contact & Manage
Each Segment Of Target Accounts**

**9. Prioritize Segments In Order Of
Desired Market Expansion**

10. Size Sales Force Accordingly