

Building a High-Performing Sales Organization: Driving Organic Growth Through Innovative Leadership and Customer-Centric Practices



Kelly Boykin
Founder
Growth Curve

ExecuVision 2025

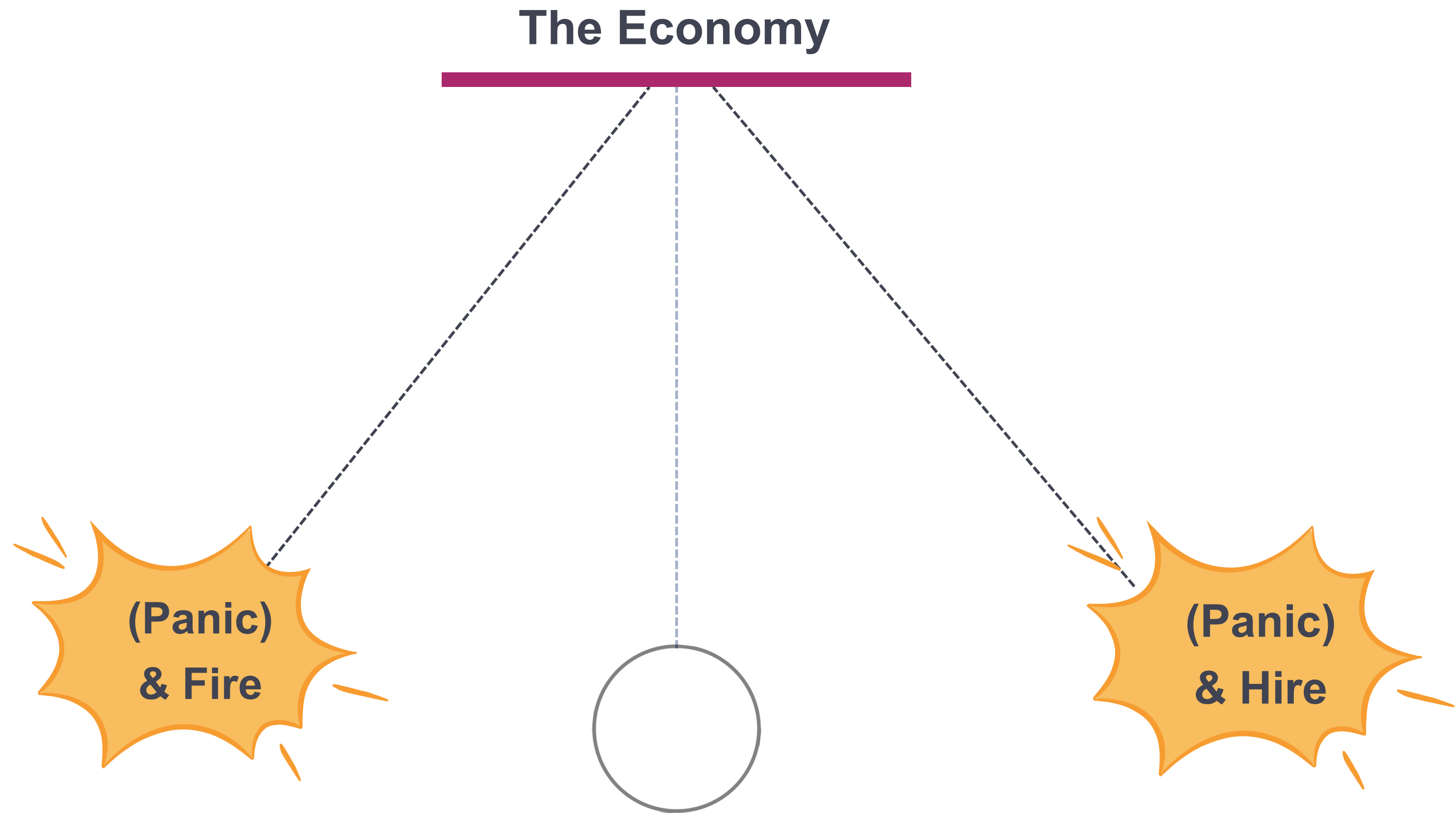
Building **Winning** Sales Teams: Lessons (and mistakes) from the Field





Adapting to
Economic
Shifts:

Flags and Drops



Mistakes were made...



We chased **too many opportunities**, stretching our team thin and lowering win rates.



We led with what we thought was important, rather than what actually **drove customer decisions**.



Strong people struggled because we didn't align skill sets with sales responsibilities.



We failed to recognize that different sales functions require **different success metrics**.

And those mistakes were **expensive**



**Salespeople are
Expensive**



**Time is
Expensive**



**Missed Opportunities are
Expensive**



START

4 Takeaways



The
Customer



The
People



The
Organization



The
Metrics

“If you don’t know *who*
your customer is,
then *everyone* is your
customer—
and *no one* is.”



Who is our customer?



- **Size**
- **Geography**
- **Decision Maker Level**
- **Industry**
- **Buying Process Complexity**

What is important to them?



**Customer
Pain Points**

*What do they care
about?*



**Business
Problem**

*How does it impact
them?*



**Our
Solution**

*How can we solve the
problem?*

How should we engage them?



- Sales Cycle Length** —————> **Fast & transactional vs consultative**
- Decision Maker Level** —————> **Strategic initiatives vs immediate needs**
- Process complexity** —————> **Adaptive vs rigid and repeatable**

Takeaway 1:



The
Customer



**When we
understood the
customer**



**And we knew how
to engage them**



**We got better
results**



“Even the right
people will fail in
the wrong role.”



Sales Qualities



Vary



Fixed

Some Traits are Foundational



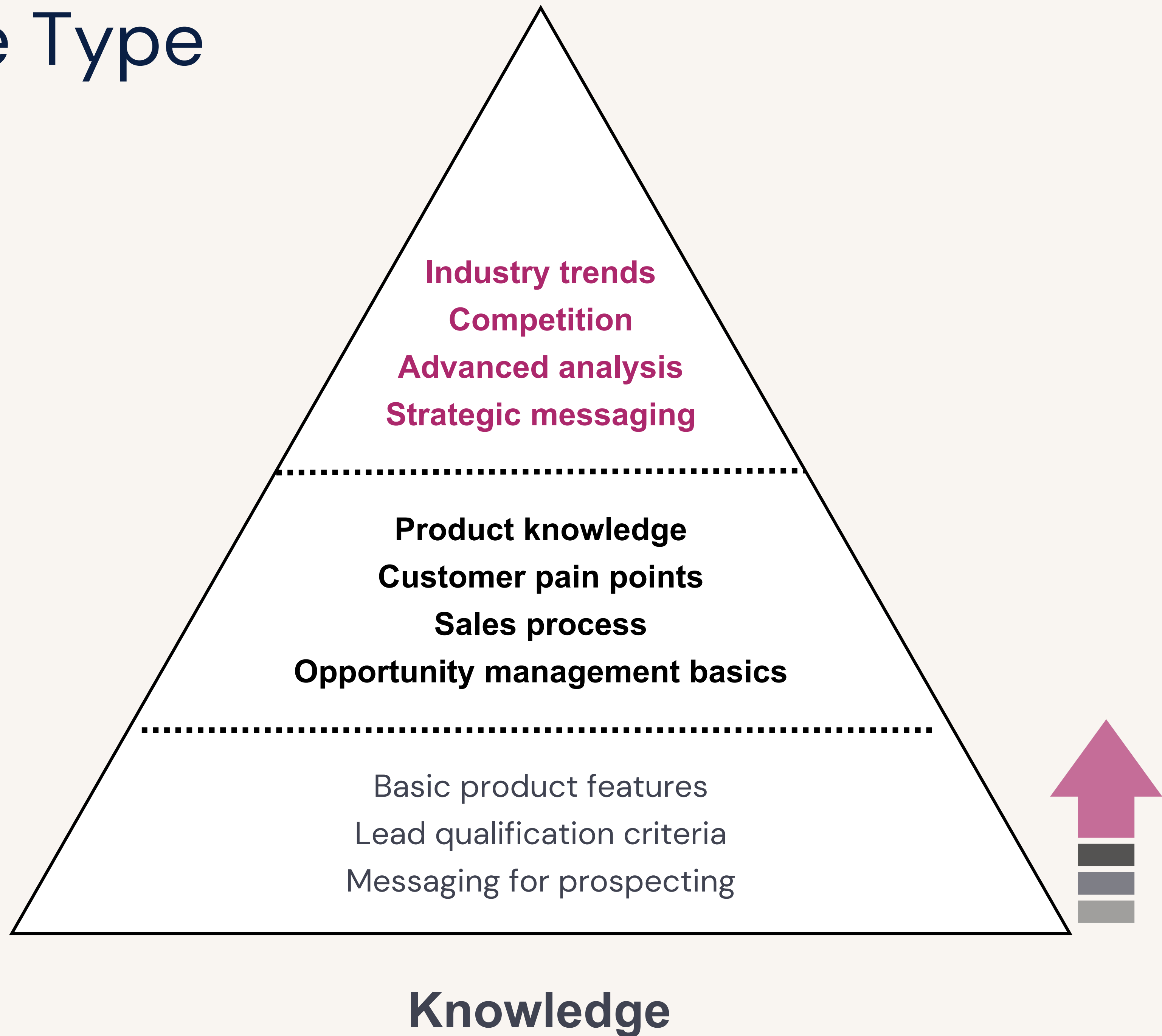
Intrinsic Traits

Drive
Integrity
Curiosity
Coachability
Self awareness
Grit / Resilience
Problem Solving
EQ

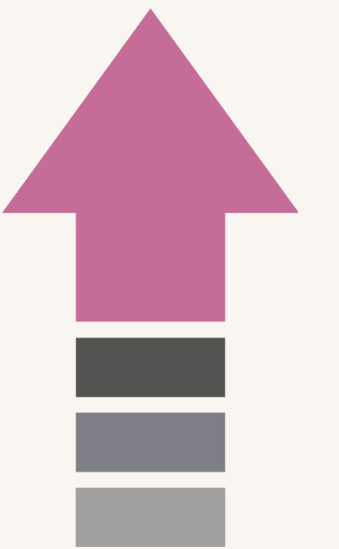
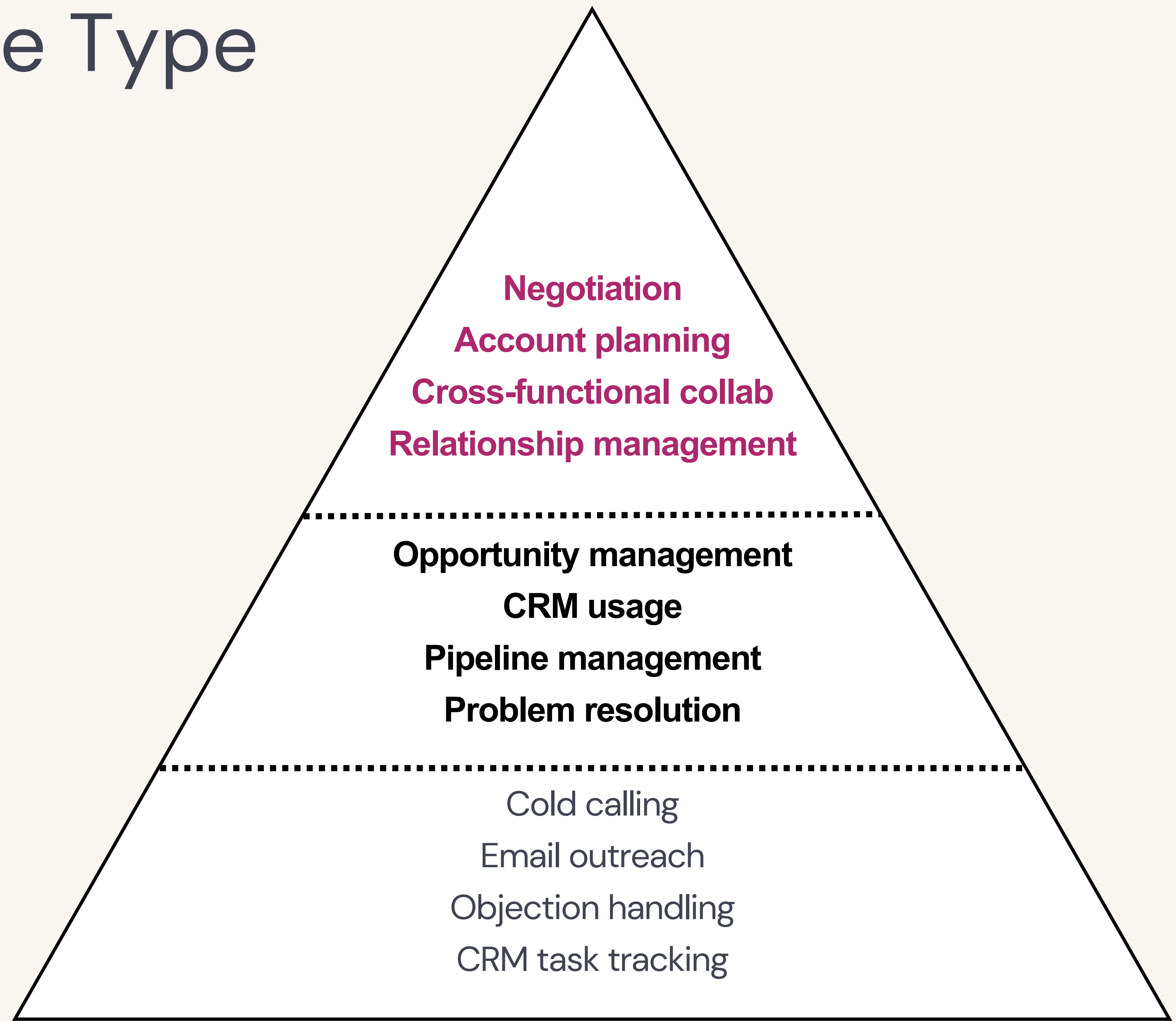
Experience

Performance record
Articulated learning examples
Wins and misses
Measurable quota
achievements

Some Vary by Role Type



Some Vary by Role Type



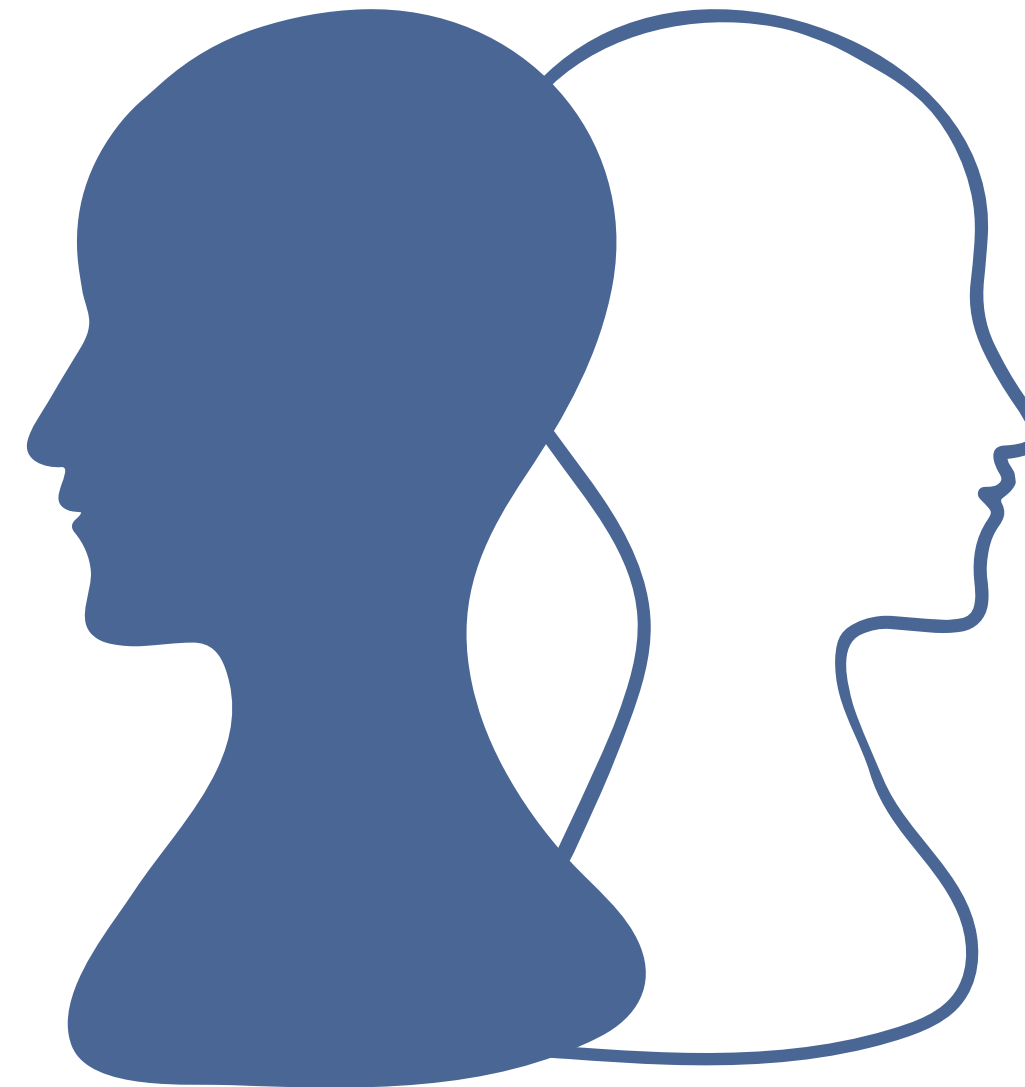
Skills

And When We Misaligned Them

Tactical Seller

Aligned to **Enterprise targets**

- high, transactional activity levels
- inability to adapt process
- low close rates
- lack patience for long cycle
- frustration with lack of instant gratification



Strategic Seller

Aligned to **mid market targets**

- lower, targeted activity levels
- resistant to conform to rigid processes and pace
- low close rates
- need for consultative relationships
- overthink approach

Impact

**Perceived
Underperformance**

High Costs

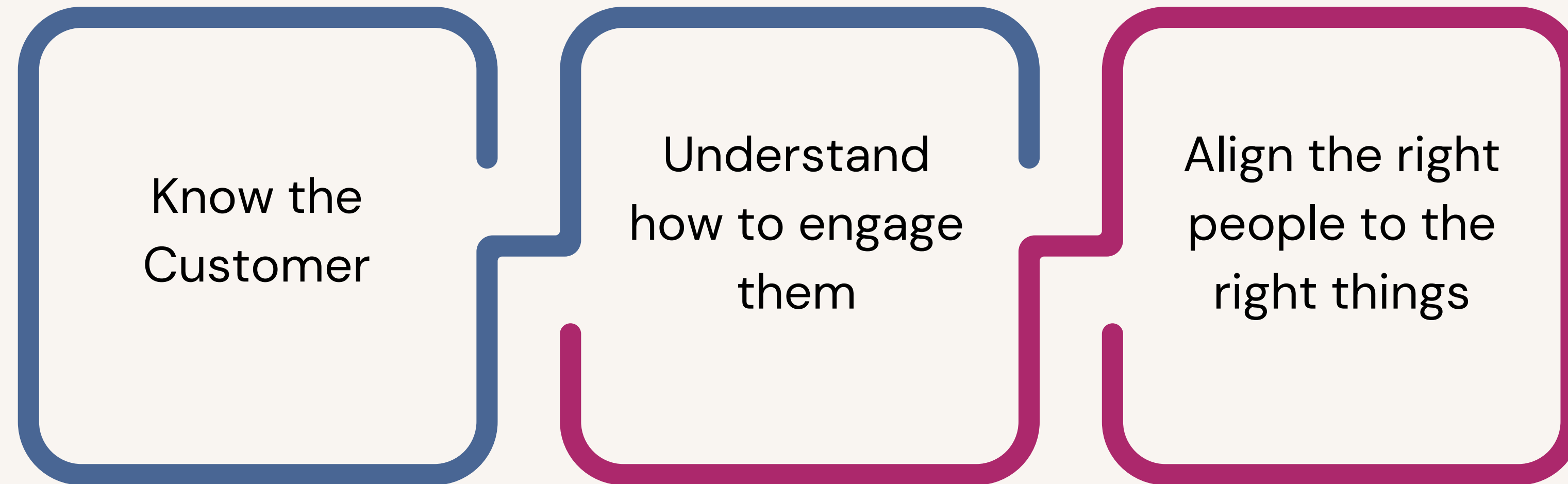
**Lost
Opportunities**

**Wasted
Time**

Takeaway 2:



The
People



Hire for the **Role**, Not the **Resume**.

“Sales is not a
department

– it’s a Team Sport.”



Sales isn't just Acquisition



It's also Retention & Growth

Revenue as a Team



Marketing

- Drive awareness
- Thought Leadership
- Demand Generation
- Nurture Leads
- Content marketing & SEO



Sales

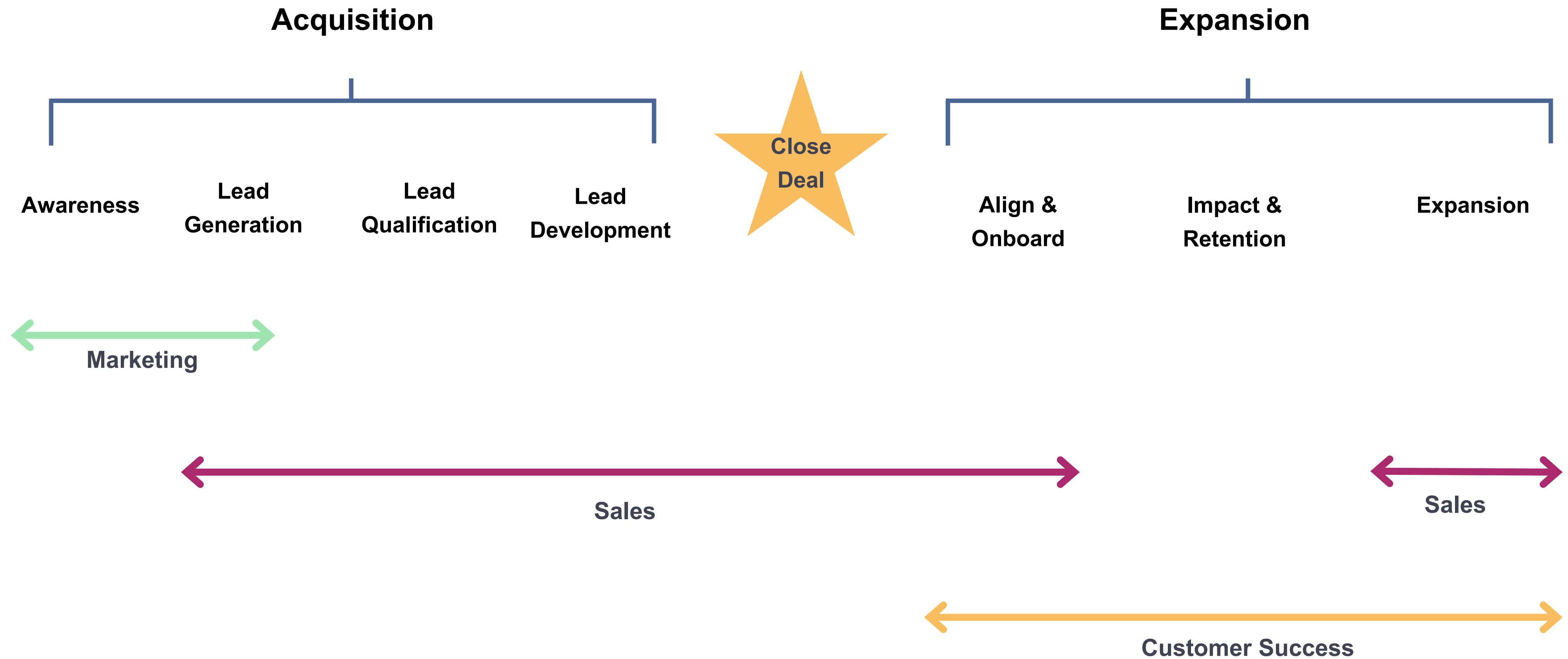
- Qualify Leads
- Develop Leads
- Close Deals
- Builds Relationships
- Cross Sell



Customer Success

- Onboard customers
- Retain Customers
- Expand Customers

Where do we leverage them?



Takeaway 3:



The
Organization

Sales is not a department.

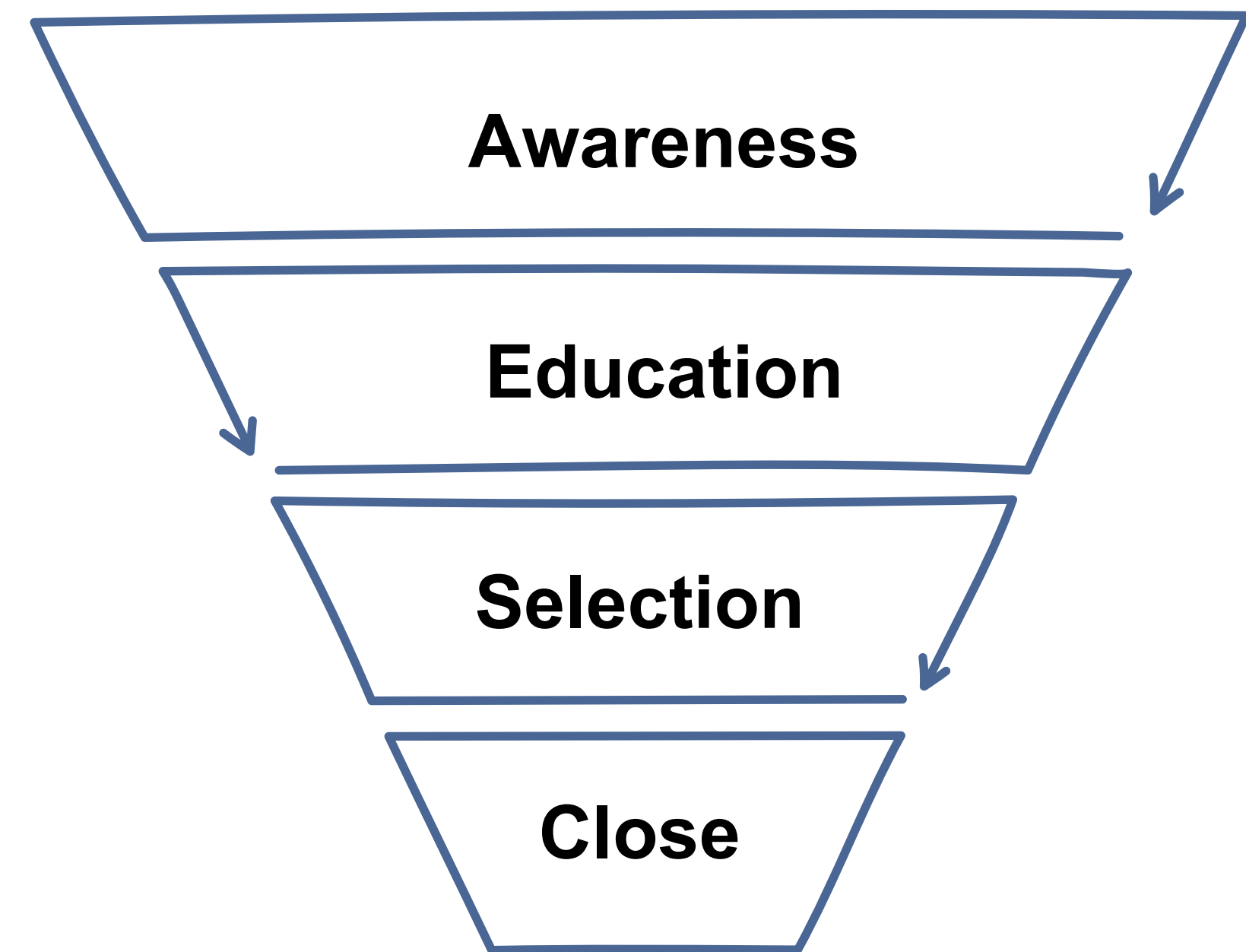




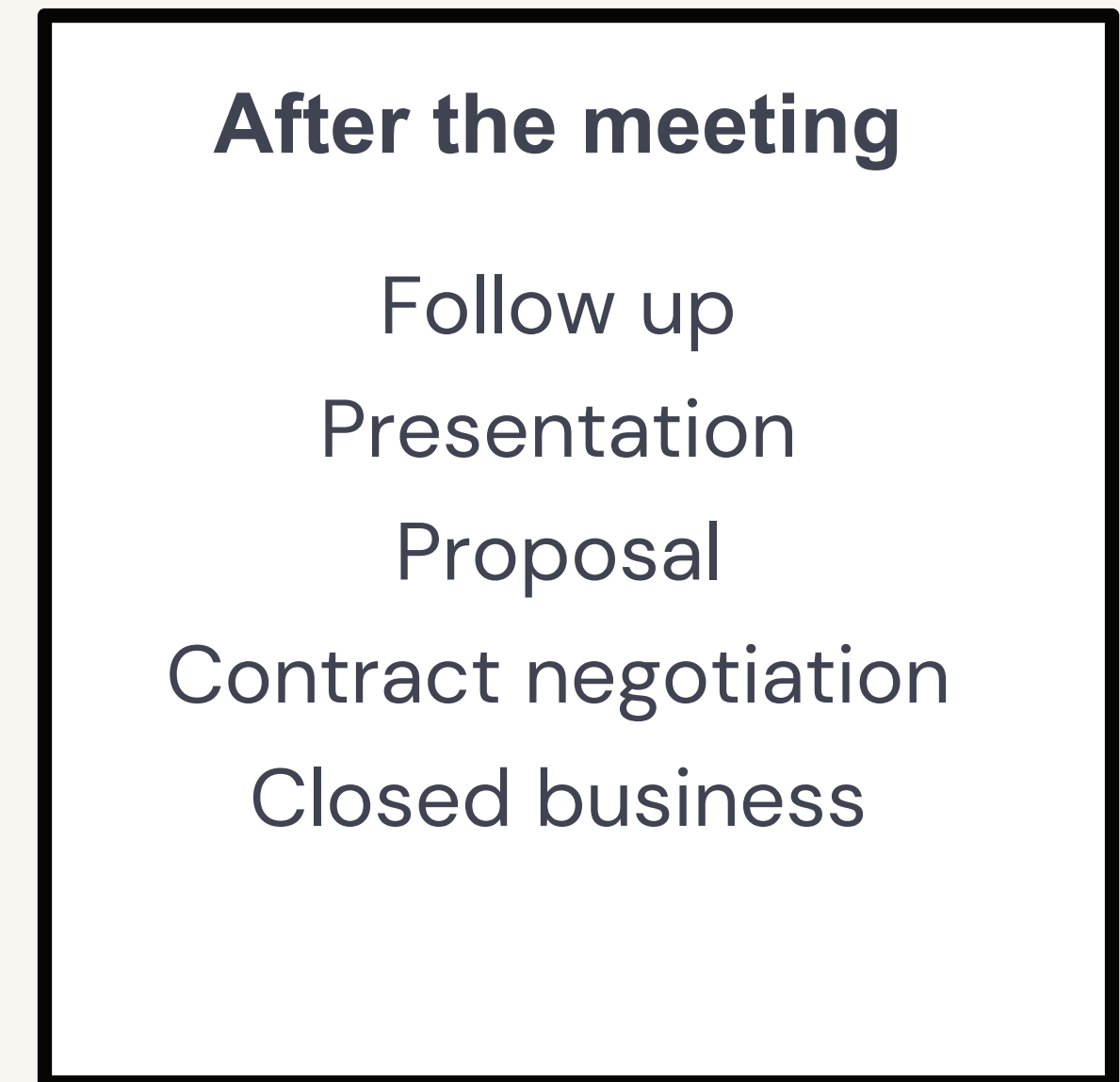
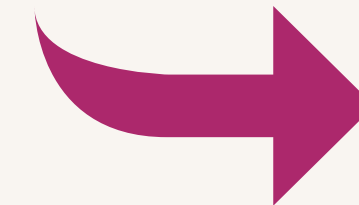
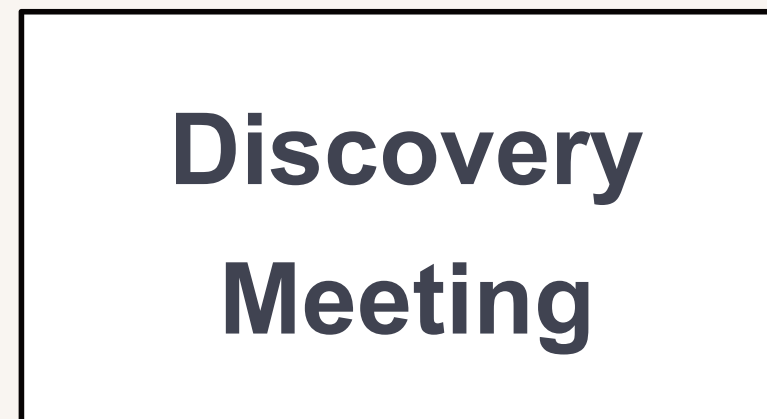
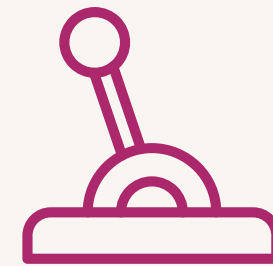
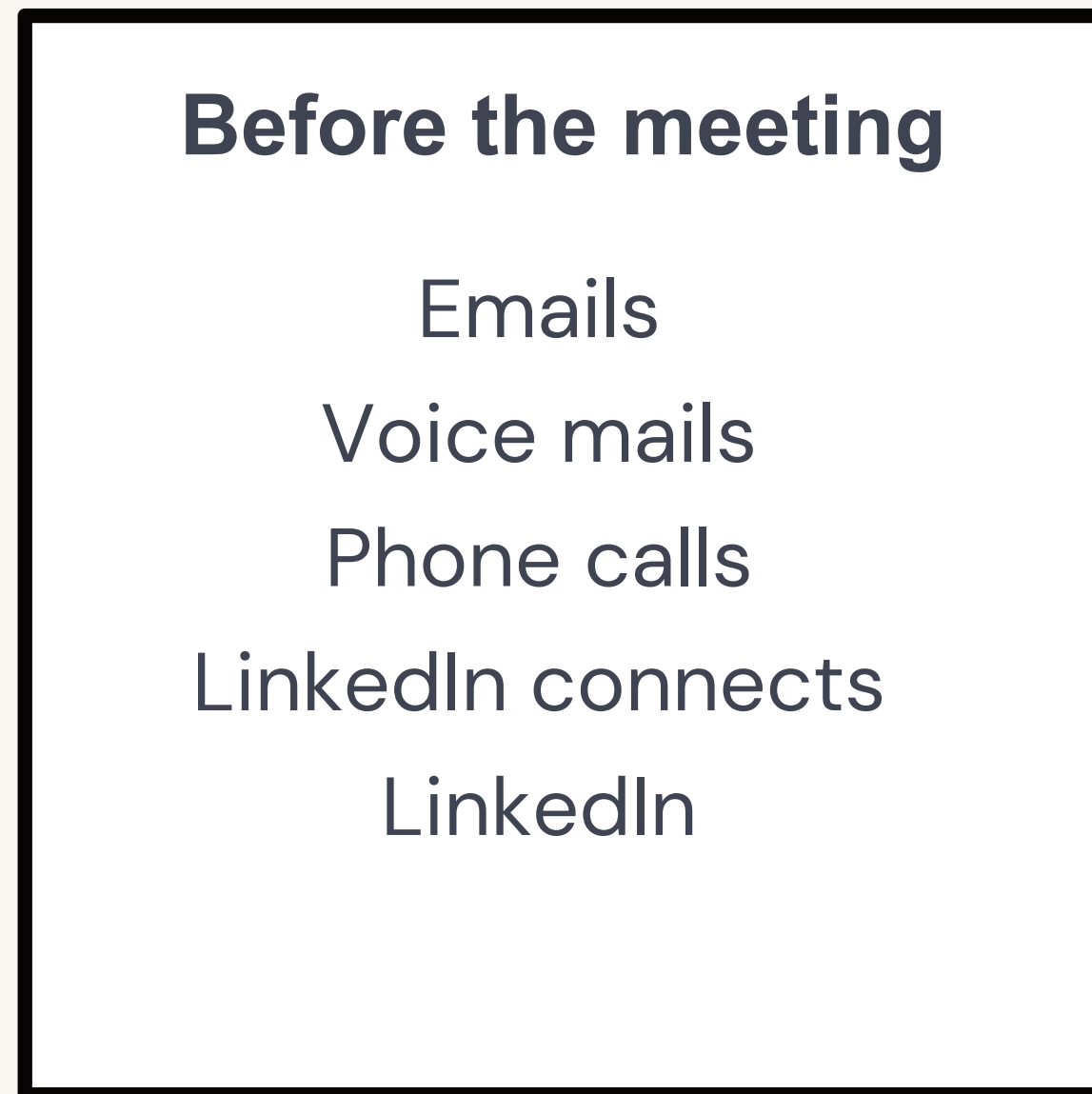
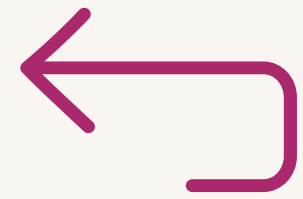
“If you measure all the wrong things you’ll solve all of the wrong problems.”



Lots of **Activity**
does not guarantee
lots of **business**



The Key Sales Lever



Takeaway 4:



The Metrics



Activity feels productive, but **outcomes** tell the real story.

Measure activities not as success, but as a **predictor**—and a **diagnostic tool** when results fall short

4 Takeaways



**Who is the
Customer**



**Right people
in the right
role**



**Sales is not a
department**



**Measure
what's
important**



kelly@kellyboykin.com

growthcurveadvisory.com

<https://www.linkedin.com/in/kellyboykin/>