

5 Benefits of taking a vertical approach:

1) Industry Knowledge:

While selling skills are invaluable when it comes to sales, industry knowledge provides a key foundation for success. Sales training typically lasts 1-3 weeks, but industry knowledge is gained through years of experience. Having this understanding will not only allow you to connect better with clients, but it will also allow for a much faster ramp time to see revenue generation.

2) Understanding and Empathy:

The ability to connect with prospects, gain trust, and gain their time is essential to closing any deal. In part, the development of those connections comes from finding commonalities and being able to speak the same language. So many terms are industry-specific; the ability to use them will set you apart from others. In addition to the verbiage, experience goes a long way. Showing that you understand your prospect's role and the challenges they face will foster conversation and gain salespeople more time on the phone. This ability to understand and empathize with a prospect's situation will ultimately lead to more closes.

3) Management Strategy & Identifying Trends:

Verticalization is a great way for your management team to bring some real added value to your clients. When focus is on Geography or even perhaps revenue amount what you lack is the ability to bring relevant learnings to your clients. If a sales manager is focused on 5 financial accounts, they are gaining knowledge about the industry as a whole that can be leveraged across accounts

4) Hiring:

One of the most exciting benefits that has developed from creating verticals is the ability to be laser focused in our hiring. By creating job reqs that are specific to an industry we have seen a much better quality of representative as well as a much higher hire rate as we get the the people that we are looking for faster.

5) Focus:

This goes back to the age old question, would you rather be a jack of all trades or a master of one? Focus allows management to become a master at their vertical, bringing together knowledge, insight, experience, strategy, and coaching, ultimately resulting in better success for clients