

Subject Line: How Can You Build a Winning Sales Team?

Alt Subject Line: Do You Have a Winning Sales Team?

Hello [Name/Sales Leader]:

Are you struggling with building the best sales team for your company?

We get it. Finding the right hires to match your company culture is not an easy task. Hiring the wrong person can lead to a disruption in the sales process, but finding the right person can feel like a needle in a haystack.

What if we told you that we have a magnet?

[CLIENT NAME] is publishing a few articles so that you can find the right people for your sales department in a streamlined, efficient manner. Our three-part blog series, “Building a Winning Sales Team,” is chock-full of strategies that you can use to make your hiring, recruiting, and training processes less stressful.

Our first part “What Does Winning Look Like?” is already up on our blog and discusses the importance of knowing your sales team’s values, needs, and goals when hiring and training a new member.

We’ll have two new parts coming out in the next few weeks. Part 2 will discuss how to develop a well-rounded sales team for optimal success. Part 3 will touch on recruitment strategies to find the top talent for your company.

Interested in learning more about boosting your sales team’s long-term success? You can check out Part 1 of our series [here](#).

We hope to see you around.

Sincerely,

[CLIENT NAME representative]

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Think human. Write human.

