What's the **best way to scale** a sales team?

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Taking a sales team from 5 people to 50 is about much more than expanding headcount. As sales teams grow and mature, so must their strategic approaches and processes. We asked sales experts at Zoho about how they've grown sales forces of all sizes.

Mark Burgener

▍Mid-Market and Enterprise Sales Manager

> ❝ *Pair detailed pipeline metrics with a clear vision for the future*

If you want to scale your sales team, you have to get into the nitty-gritty details of pipeline performance. This means measuring the critical elements of the sales cycle—such as pipeline velocity, sales cycle length, and lead-to-customer conversion rates—to identify bottlenecks and drive optimization. A more efficient sales process not only improves productivity but also makes the team inherently more scalable.

However, while you're auditing and optimizing the sales process, it's also important to ensure your team has a clear sense of the evolving vision of the organization. How does each KPI feed into the larger success of the company? Where is the team headed and how can each contributor play a role in its growth? By combining a granular and rigorous understanding of the sales process with a big-picture vision for the team, each AE will have a better understanding of the role they're going to play as well as how fine-tuning the sales process will help the team meet the growing demands of the organization.

❝ Designate someone on the team to focus on sales enablement

The bigger your team gets, the more important it is to arm them with the assets they need to close deals. Sales enablement is there to provide the different kinds of collateral and coaching that the team needs at different steps of the sales journey, from the battle cards and scripts used in early conversations all the way to the case studies and presentations that are used to close the deal.

Sales enablement isn't just about support—it's about freeing up reps to spend more time with prospects and customers by optimizing processes elsewhere. If your sales enablement specialist can find opportunities to automate processes that are taking up sales agents' time, that's a huge gain, especially as your team grows.

Alexandra Hantsbarger
❙ Sales Ops Manager

❝ Take your time and get it right

Christian Blood

❙ Director of People
Operations for North America

Scaling a sales team means strategically investing in the right people who can grow with your organization over the long term. Instead of prioritizing quantity, focus on quality hires. Rushing to grow may result in missteps and compromises that can really delay the development of your sales team. After all, getting a new salesperson up to speed is a costly process, as it can take 6 to 8 months for a new hire to truly understand your process, products, and competitive positioning. Settling for the wrong person just to hit a headcount goal can be a massive waste in terms of time, money, and momentum.

To avoid this, treat every hire as a significant investment. Put in place a rigorous process of interviewing, hiring, and onboarding to ensure every new addition is a long-term asset rather than a liability. No new hire is guaranteed to succeed, but by resisting the urge to cut corners and grow faster than your team can handle, you can avoid squandering valuable time and resources.