



## Value of Individual Sales Tasks

### Instructions:

- The purpose of this exercise is to illustrate that some sales tasks have far greater value than others.
- When we "bundle" all the sales tasks together, it makes it difficult to truly value the contribution of a salesperson
- For each task listed, input the annual dollar amount you would pay a person of that salesperson's skill to do only that task.  
For instance, if Joe is an average salesperson and an average closer, how much would you pay someone to ONLY close deal with the skill Joe closes deals.
- In the Perfect Salesperson column, write the amount you would pay a sales superstar to perform only that task.
- Fill in the annual value for a person of that skill for every task on the list. If a task is not part of your sales process, leave it blank.
- When you have completed the values for all the tasks for a salesperson, total the value.
- How does this value compare to the salesperson's total pay?
- If the salesperson's total pay is more than the value of the tasks, the difference is the "vig" you are paying because the tasks are bundled.

Value of Individual Task				
Task	Salesperson 1	Salesperson 2	Salesperson 3	Perfect Salesperson
Lead generation	\$	\$	\$	\$
Initial contact	\$	\$	\$	\$
Lead nurturing	\$	\$	\$	\$
Proposals	\$	\$	\$	\$
Dealing with committees	\$	\$	\$	\$
Schmoozing	\$	\$	\$	\$
Closing deals	\$	\$	\$	\$
Post-sale follow-up	\$	\$	\$	\$
Customer retention/Re-orders	\$	\$	\$	\$
<b>Total Individual Value</b>	\$	\$	\$	\$
Bob's Total Compensation	\$	\$	\$	\$
<b>Vig</b>	\$	\$	\$	\$