

SALES STRUCTURING



Is Your Sales Team Built for Growth?







1.

STRATEGIC IMPERATIVES

FOR SALES ORGANIZATION RESTRUCTURING:



Align Structure with Growth Strategy

- Segment teams by customer type, industry vertical, or solution area to match strategic priorities.
- Introduce specialized roles (e.g. Growth Architects, Strategic Account Leads) to drive expansion in highpotential segments.

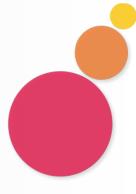


Customer-Centric Design

- Shift from product-push to solution-led consultative selling.
- Embed Customer Success
 Managers to ensure post-sale relationship continuity and upsell opportunities.
- Create feedback loops between sales, service, and product teams to refine offerings.







ENABLE RELATIONSHIP & PARTNER MANAGEMENT



Strategic Account Management (SAM)

- Establish SAM function → manage top-tier clients with tailored engagement plans.
- Co-creation workshops & executive sponsorship → deepen trust & collaboration

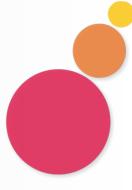
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Partner Ecosystem Integration

- Partner tiers: Strategic | Transactional | Referral → differentiated engagement models
- Partner Success Managers (PSMs) → nurture alliances & drive joint value creation
- Shared KPIs & dashboards → align performance & enable pipeline visibility

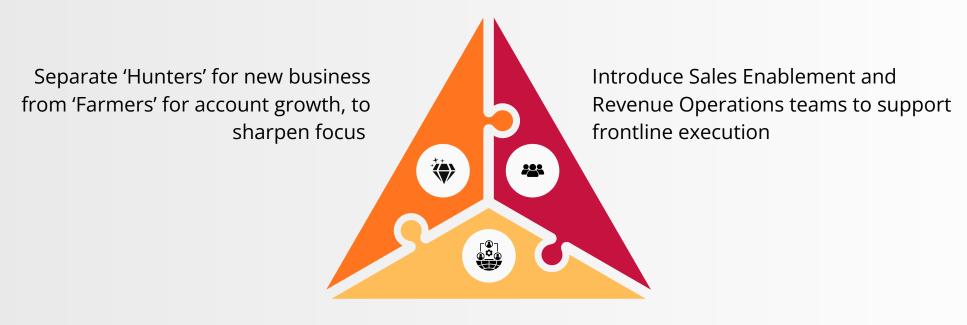






FUNCTIONAL & COVERAGE EFFICIENCY

Role Rationalization & Specialization



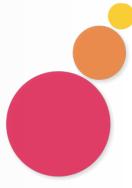
Clarify handoffs between marketing, sales, and delivery to reduce friction

Territory & Coverage Optimization

- Use data to redraw territories based on opportunity density, not legacy or geographical boundaries.
- Balance field and inside sales to improve cost-to-serve ratios.
- Automate lead routing and qualification to accelerate response times.







PERFORMANCE MANAGEMENT & CULTURE



KPI Realignment

- Shift from volume-based metrics to value-based indicators (e.g. SROI, customer lifetime value)
- Introduce leading indicators like engagement quality, pipeline velocity, and partner activation



Compensation & Incentives

- Align incentives with strategic outcomes—growth, retention, partner success
- Use team-based bonuses to foster collaboration across functions



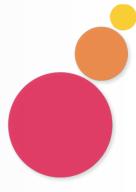
Build a coaching culture with regular deal reviews and skill development



Celebrate strategic wins, not just quota attainment







IMPLEMENTATION CONSIDERATIONS

Phased Restructuring Approach



- Start with quick wins (e.g. territory redesign, role clarity) before deeper re-structuring
- Pilot new models in select markets or segments before scaling

Change Management & Communication



- Communicate the new structure
- Engage stakeholders early, especially frontline teams and partner, to build buy-in and minimise losing the start performers

LET'S TALK ABOUT YOUR

SUSTAINABLE GROWTH



MCA delivers trusted expertise, regional knowledge, and end-toend execution.





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