

Sales issues & concerns we help you fix

Sales Strategy & Culture issues

- Business strategy not understood by sales staff
- Difficulty translating business strategy into frontline tactical sales action & results
- Need to migrate team from reactive customer service culture to proactive sales and service culture
- Sales activities not aligned to current strategy or sales targets
- Little or no account management strategy
- Wrong sales approaches being taken to market e.g. transactional versus solution selling
- Other departments sabotaging sales efforts
- "We don't have to sell" mentality
- Sales is seen as a 'fad' not a 'way of life' in our business
- No direct links between Marketing, Sales & Service - resulting in confusion & competing motivations
- Haphazard customer acquisition &/or retention plans
- Customer markets &/or competitors are changing so we need 'new breed' of sales recruits to be competitive
- Friction among team members affecting team & business performance
- Senior management not driving or owning sales culture
- Insufficient customer insight is hurting our performance
- Lack of competitor awareness - losing market share
- Don't understand our Value Proposition or Competitive Edge
- No 'push' or 'pull' prospecting strategies - relying too much on only cold calling or current clients
- No forecasting for the future or proactive review of current sales strategy

Sales Structure issues

- No clearly defined sales model to manage our business or customer management strategy
- Adhoc or reactive sales approach used by sales people
- No clearly defined sales prospecting or process to follow
- Do not know what types of sales people match our customer landscape
- Poor territory allocation - no target setting or phasing
- Competing sales reward systems producing wrong results
- Only measure sales results - Outputs
- Do not measure Sales Inputs - Metrics (quantity) & Behaviours (quality)
- Relying too much on CRM technology causing sales people to become sales clerks
- No formal ongoing sales planning process to follow
- Don't know what clients to target or how to target them
- Relying too much on marketing & not enough on sales
- No clearly defined sales KPI's or KRA's - don't understand the right measures that drive sales & customer management

Sales People & Sales Management issues

- Sales people making more excuses than sales
- Customers being lost to competitors
- Low profitability - sales people giving away margins or discounting prices/fees too much to win business
- Sales people not closing sales due to ineffective sales calls & poor skills
- Not prospecting for new business in new &/or existing accounts
- Sales budgets/targets not being met or plateau in sales production
- Professional "visitors" not professional sales people
- Talking too much & not listening to client's real needs
- Too busy building rapport - poor interviewing, problem solving & presentation skills
- Too Product focused not Solution focused
- Talented staff leaving unexpectedly or losing them to competitors
- High turnover of sales & service staff affecting retention of staff and clients
- Sales people not targeting decision makers
- Sales people not understanding the financial impact of their decisions
- No ROI on previous sales training investments
- Sales training didn't change anything
- Unsure how to 'performance manage' problem sales people - no sales performance framework
- Too much time managing people who produce too few results
- No Sales Management capability in management team
- Can manage process/results, unsure on how to get the best out of sales people - no sales coaching framework
- Sales training limited to Product/ 'Motivational' sessions
- No consequences for poor sales performance

Sales Recruitment issues

- Need a 'new breed' of sales recruits to be competitive
- Need to improve sales selection methods
- Don't know enough about new recruits before I hire them
- Not knowing the right questions to ask in interview
- Relying on 'gut feel' or guess work
- No consistent recruitment approach
- Recruiters seem to just send anyone who can talk
- Sales people sell themselves well in interview but fail to deliver results on the job
- New sales recruits taking too long to get productive
- Don't want to hire from our industry anymore so need to refresh the gene pool - don't know where to look
- High sales staff turnover affecting reputation & results
- I hate recruiting sales people