

Setting Up for Sales Success in a Busy World

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SETTING UP FOR SALES SUCCESS IN A BUSY WORLD

Written by Debbie Mrazek

What Is The Right Amount of Time To Spend On Sales

Each Day? Anyone who owns a business understands how important sales are to the success of their business. But how much time should be spent on sales each day?

A recent study has shown that the average amount of time spent on sales is 35%. When you think about this statistic, it doesn't seem impressive, but when you take into consideration everything that is involved in the selling process, it actually seems accurate. The majority of salespeople are required to complete other day-to-day tasks in addition to trying to make a few sales.

If these tasks could be completed in a shorter amount of time, you and your salespeople would be able to spend a lot more time following up on potential leads and reaching out to existing clients.

Sales Success Strategies

1. Prioritize Sales Leads

Sales representatives often spend a lot of time trying to decide which leads are worth following up on. This is time that can be used to speak to potential clients and make a sale. To help limit the amount of time wasted on determining which lead is more promising than another, prioritize your leads.

There are many different types of software available that can help prioritize leads based on data. This can help save countless hours spent on deciding who to call next.

2. Find The Best Salesperson Fit

Some salespeople are more experienced in specific areas than others. By determining the strengths and weaknesses of your sales team, you can then assign specific clients they can communicate with more effectively.

This is a great way to maximize the productivity of your sales team. You never want all your salespeople to be the same because all your customers are never going to be the same.

3. Stay In Contact

A primary focus in sales is always to attract new clients, and it is also important not to forget about established clients. You should ensure that your salespeople are also spending some of their time reaching out to existing clients.

This is an effective way to show current clients that you haven't forgotten about them and that their business is still important to you. Don't lose focus on existing clients.

In sales, it is said that the "*fortune is in the follow up.*" Set up a sales process that allows you and your team time to follow up with prospects, suspects, leads and current clients.

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