

# Your Top 7 Sales Growth Challenges and How To Solve Them.

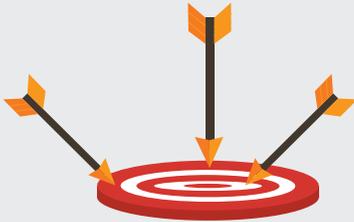
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MARCH  
2017



## Problems

## Quotes



### Problem #1:

Our sales reps are not achieving their sales targets.

"Over 67 percent of Sales professionals do not achieve their personal sales quota."

- The TAS Group -



### Problem #2:

Our sales reps are spending their precious selling time chasing poor quality leads and creating their own marketing material. At the same time, they do not appreciate Marketing's collateral and sales leads.

"Only 25 percent of sales leads and collateral that Marketing creates is ever used by sales teams."

- IDC -



### Problem #3:

Our sales pipeline is out of control because sales reps do not use our CRM system properly. Too many sales opportunities are being deferred and the whole sales process seems to take forever.

"Up to 60 percent of sales leads are stuck at Do Nothing, i.e. at "wait and see."

- Sales Benchmark Index -



### Problem #4:

Our newly hired sales reps take too long to become productive.

"Almost 78% of newly hired sales reps take 6 months or longer to become fully proficient at selling."

- Accenture -



### Problem #5:

We do not have a clear picture or metric around how our customers experience our current sales and marketing efforts.

"More than half of the information that marketers use comes from their previous experience, or from their intuition".

- IDC -



### Problem #6:

Our sales reps and our marketing team talk more *about* each other, than *to* each other.

"87 percent of terms that sales and marketing use to describe each other are negative."

- Corporate Executive Board -

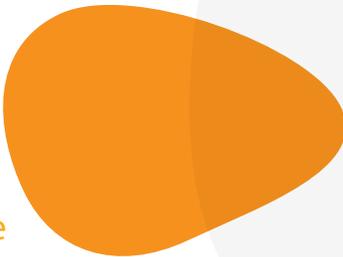


### Problem #7:

Our business just does not attract and retain enough high-performing people.

"Hire competent people and empower them."

- Various -



## Solution

## Outcome

Give your sales and marketing leaders the ability to monitor what content your top reps use. Then help them to use that information to boost the performance of your lower performing reps.

Lifted sales performance across the board due to superior marketing support.

Establish a structured and collaborative feedback mechanism between Sales and Marketing that focuses both teams on what really works for our customers and for our prospects.

Sales reps now sell more, faster because Marketing now receives valuable information straight from the front line to support our salespeople more effectively.

Support the sales force with the information, subject matter insight and the argumentation they need to advance and close sales faster.

Significantly accelerated time-to-sale as reps are much more confident in dealing with more senior executive buyers.

Help your sales teams to ramp up more quickly and to accelerate their sales through fast and easy access to the right marketing collateral and information.

Lifted sales performance by helping reps to access the right content quickly through a centrally managed content repository.

Have a neutral third party interview your customers about where your opportunities for improvement really are. Then work with your sales and marketing teams towards a more collaborative and customer-focused mindset that sets the business up for growth.

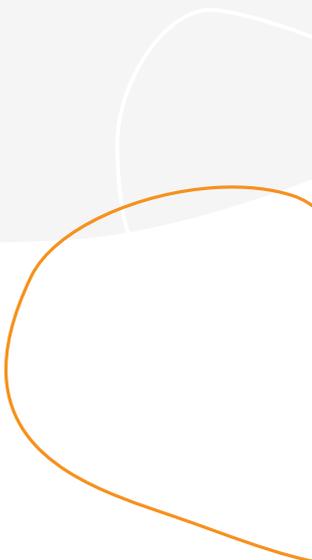
Gained the insight needed to grow the business because teams now have sufficient clarity on the customers' experience to continually adjust marketing materials and sales techniques to boost performance.

Under-collaborative sales and marketing teams have no hope of achieving your sales targets. Unite them for a common purpose and everybody wins: sales wins, marketing wins and so do your customers.

Lifted sales performance, accelerated revenue, superior customer experience and greater staff engagement with reduced staff turnover/churn. All this is achieved by enhanced productivity from closer team collaboration.

Create the kind of team environment that encourages your people to give their best, to boost their engagement, and to lift overall performance by working with your leaders and their teams to establish a collaborative mindset.

More high performers are attracted to the organisation and they stay longer, lifting capabilities, skills, and internal and external relationships.



# About Peter Strohkorb Consulting International

We like to use the term “Revenue Team”, rather than the more traditional “Sales” and “Marketing” tags, as the departmental silo structures of the 20th century are no longer effective.



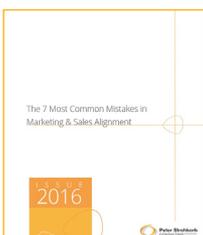
Our 5-Step [OneTEAM Method](#)® is the only structured program to lift business performance through superior and sustainable collaboration between your two most customer-facing and revenue-generating functions, namely Marketing and Sales.

The key to [our clients' success](#) is that our methodology is technology-agnostic and it does not impose a one-size-fits-all solution on our clients. Rather, we facilitate your teams designing your own specific outcome. In this way, you will have a dedicated solution that will be much better accepted by your teams, and one that can be implemented faster.

## Contact Us

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Download this Free Business Guide.

[“The 7 Most Common Mistakes in Marketing & Sales Alignment.”](#)

This Business Guide was voted number 7 in the “Top 50 Sales Management articles of the decade”.



Buy Peter's Book

Peter Strohkorb's book [“The OneTEAM Method”](#) has received international critical acclaim.

You can [download the first chapters](#) free of charge.

The full version is available on [Amazon](#).

*“I'd absolutely recommend it !”*

*“The best way to get something done in your business is to have people come in from outside.”*

*“Our businesss started growing after just six weeks!”*

*“Following your Method we achieved the same revenue in two weeks, as we did in the previous six months !”*

*“Our collaboration improved immediately!”*

*“It made the conduit between our team and our customers a lot more fluid than it had been.”*

*“I find that I have now far more detail and pointed examples as to what is working well for the team, and what is not.”*

*“It works !”*

