

## Are You Ready for the New World of Sales?

Earlier this year, I interviewed over 10 Sales Leaders to uncover their biggest challenges with their sales teams. The results of these interviews have confirmed that the sales world is rapidly changing and that as sales professionals we must adapt and invest in improving our skills to stay ahead and thrive in the new sales world.

The overwhelming theme that appeared throughout my interviews was that sales teams have gone through the traditional sales training, but there seems to be a huge gap between what they know and what they are actually doing in the marketplace.

As sales professionals, we are so busy 'reacting' to our demanding customers, that we don't have time to look at the big picture and develop a sales strategy to pro-actively grow our accounts, especially with each individual account. One sales leader described it as "All the plates are spinning – just waiting for the crash to happen."

Detailed below are the Top 10 Issues identified by the sales leaders interviewed.

### TOP 10 Issues:

1. Commoditization of products has made it difficult for each salesperson to effectively articulate the value of what they bring to the client's business and how their products are different from the competition.
2. The inability of today's average salespeople to complete a needs analysis, (informally – by asking the right questions) to fully understand their client's business challenges.
3. Increasing sales productivity with more engaged F2F selling time. We are all busy, but are we truly productive?
4. Sales Process is changing. It's more complex and longer than ever before. More structure, business acumen and discipline are required to navigate through the complex selling cycle.
5. Salespeople can no longer wing-it in front of their clients. They have to develop their consultative selling skills to co-create solutions with their clients.
6. It is increasingly difficult for salespeople to get in front of the right decision makers and effectively close the business.
7. With increased competition, salespeople need to creatively and strategically think outside the box to develop the right solutions for their clients.
8. In today's tough economy it is more important than ever that marketing and sales departments can work together to increase the overall effectiveness of marketing and sales campaigns to achieve measurable ROI.
9. Motivates sales talent that can effectively sell and fit in with a company's culture and philosophy is proving to be harder and harder to find.
10. The time to individually motivate, educate and COACH each sales team has become even more important but harder for sales leaders to accomplish.

There is a fundamental shift happening in the sales and marketing worlds today. This shift has made identifying a customer's needs a true art form for marketers and salespeople. In order to survive and thrive in the Sales Revolution and the tough economy, salespeople must adapt their time management skills and sales methodologies.

Is it time for you to transition from an average salesperson or order taker, to the ultimate Sales Expert so you can gain a competitive EDGE in today's crowded and demanding marketplace?

**Are you also feeling the effects of these top 10 issues? Stay tuned to November's newsletter where Lisa will share with you some solutions for solving these issues!**

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Contributing to a wealth of marketing and sales hands-on experience, Lisa Leitch delivers results. As a former National Advertising Manager and Vice President of Sales – Lisa successfully sold to clients like: IBM, Daimler Chrysler, Hershey, Cadbury Beverages and YTV. Today, as founder and President of Teneo, Lisa helps her clients accelerate the performance of their sales teams with a customized blend of sales resources, training and tools. Lisa is one of five accredited and licensed trainers with the CPSA offering the CPSA Professional Selling program and she speaks extensively throughout Canada and the U.S. on sales effectiveness. Lisa has recently launched a new program called "The Edge" which helps transform average salespeople into Value-Add Solution Selling

Experts. Its innovative 12-week, group sales coaching format allows salespeople to hone their skills while keeping them accountable for applying their new selling strategies each week of the program.