



Canadian Professional
Sales Association

Since 1874

TOP TIPS TO INCREASE YOUR SALES TEAM'S EFFECTIVENESS



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TIME IS MONEY— HOW PROFICIENT IS YOUR SALES TEAM AT MANAGING IT?

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It's both an exciting and a challenging time for any sales team. Not only has the sales industry changed drastically—it continues to grow, expand, and adapt to new trends and technologies every day. Think it'll stop any time soon? Think again.

Some salespeople may pride themselves on their versatility and ability to thrive in a quickly changing industry. Others might feel that they have enough years of experience under their belt that they can get away with sticking to 'tried, tested, and true' methods. But one thing's for sure: Your sales team will have to adapt to the new landscape, not the other way around. It's important, now more than ever, to increase the effectiveness of your sales team—or risk being left in the dust.

As a sales leader, or even a sales rep with initiative, you might be ready for a revamp but unsure of where to begin. What needs reevaluating?

You might start by asking yourself some key questions. Are you trying to sell to everyone, or do you have a unique understanding of specific buyer personas? What sorts of incentives are in place to reward and motivate effective team members? Time is money—how proficient is your sales team at managing it? In an increasingly digital world, do salespeople understand and properly implement social selling techniques? Are you still using outdated and expensive outbound marketing and selling strategies instead of integrating inbound marketing? Is sales enablement part of your vocabulary?

Developing a more effective sales process is always a difficult task—but have faith! Now is the time to transform the way your team sells. If you want to remain competitive, grow, and thrive in an exciting and ever-changing market, consider the following tips.

KNOW THY BUYER

Targeting every single demographic and type of customer might seem like a viable way to reach more people. However, the reality is that your sales team might be wasting their precious time and resources knocking on the wrong doors. Cold calling random leads (from lists often purchased by sales organizations or culled online) will leave your prospects feeling—you guessed it!—cold. It'll most likely leave your sales reps cold, too, setting them up for failure, rejection, and missed quotas. If your sales team is trying to reach leads that are not a good fit, not active in the buying cycle, or don't have the authority to make decisions, your sales team is being inefficient.

An understanding of your ideal buyer will make it easier for your sales team to create relevant content, send the right messages, and aid in the development of solutions and services. Start by creating a detailed profile of your ideal buyer. Are there any specific industries to pursue? Within those industries, does geography, age, gender, income, or lifestyle play a significant role in what motivates these buyers? Once you have your buyer persona down on paper, it's time to do some market research to test your theory. At the end of this process, your sales team should have a greater insight into buyer motivations and behaviours, in turn selling more effectively.

✔ TAKE ACTION:

- ✔ Identify and define your buyer personas
- ✔ Create full buyer persona profiles
- ✔ Include pain points, customer needs, common objections, etc.
- ✔ Do market research to test your theory



ENTICING INCENTIVES

Being a sales rep is no piece of cake; there are the long hours, high-pressure atmosphere, and possibility of rejection. It's enough to grind anyone down. That's why the value of keeping your sales team motivated cannot be underestimated. As an attentive sales leader, you need to ensure that your team feels appreciated, valued, and celebrated, especially when goals are met. And don't forget: Offering creative, motivating incentives need not break the bank! A couple of additional considerations can go a long way to boosting team morale—and effectiveness.

Consider offering paid parking for top sales performers, or a reward or prize for most closes in a quarter. Create an appreciation jar filled with gift cards, restaurant vouchers, or other recognition ideas; whenever a sales rep is recognized for their work, they get to

pick a perk from the jar. Consider taking the entire team out for lunch after a particularly busy and productive week to boost morale and encourage teambuilding. Or maybe you're ready to take things a step further, and want to work out a new sales compensation

WELL-CHOSEN INCENTIVES
GO A LONG WAY

model (bonuses, commission, commission plus salary, etc.)?

Whatever you decide, big or small, well-chosen incentives go a long way.

TAKE ACTION:

- ✓ Make motivating your sales team a priority
- ✓ Get to know team members individually to uncover what they value
- ✓ Coaching and training goes a long way to keep the team on track to meet targets
- ✓ Come up with creative ways to reward your top performers
- ✓ Follow through and be consistent with your incentives
- ✓ Develop a new sales compensation model

TIME MANAGEMENT

Being effective in sales is all about finding the right balance. There's a lot to juggle, from paperwork and administrative duties, to prospecting and researching, nurturing new leads, customer retention, closing sales, and more. If members of your sales team feel like their attention is scattered, they're unable to hone their focus, or if they have the opposite problem and are spending disproportionate amounts of time on certain tasks, you will most certainly be missing out on sales opportunities.

As a sales leader, assess where the problem areas are. Are your reps procrastinating because they're not being challenged enough or have too much free time? Are they avoiding certain aspects of their job, like cold calling, because it's an outdated method and not yielding results? Do they need to find a better work-life balance (and do simple things like actually take lunch breaks) so they have a clearer head during the workday? Maybe an attachment to personal devices sucks up a lot of time?

After you've figured out what's causing time to be mismanaged, make sure to implement clear steps to get your sales team working more efficiently.



✓ TAKE ACTION:

- ✓ Go digital with online time management tools and apps
- ✓ Check email only a few key times a day
- ✓ Ask sales reps to zero in on the times they're most productive and plan accordingly
- ✓ Schedule your prospecting
- ✓ Streamline processes so you don't waste time on low ROI activities
- ✓ Use an effective CRM that automatically gathers customer information

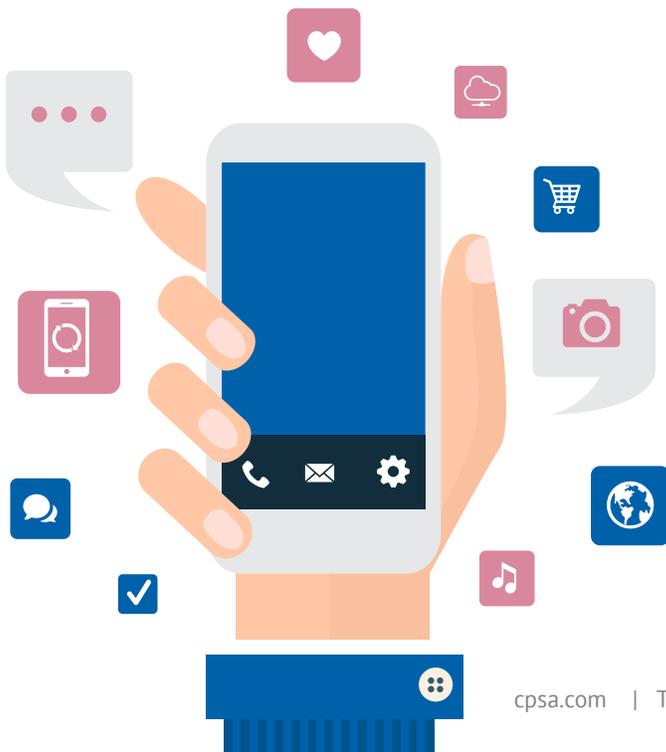
THE SOCIAL NETWORK

You've heard of the term social selling if you've been paying attention. It's becoming quite a buzzword in the sales industry—but don't just write it off as a trendy term. You should be paying attention, because social selling has become a necessary tool for any salesperson in our increasingly digital age. With most buyers hanging out online and frequenting social media sites like Facebook, Twitter, and LinkedIn (as well as Pinterest, Instagram, Vine, Snapchat, and more), it's a great place to develop connections with potential customers on their own terms.

Customers are inundated with information now more than ever before. With all this information at their fingertips, the buyer's journey has changed—

most of it occurs before the prospect ever encounters a salesperson. Buyers feel empowered and engaged; they share reviews of products, they talk about their needs, they ask questions, and they reveal valuable information about their own social networks. This is all exciting news for a social media-savvy sales team.

Create valuable content to share on social media, build trust, create a unique voice and brand identity, and be helpful. Your interactions with customers will be more personal and less transactional. Humans are social animals, after all! If you can learn to use each social media platforms to your advantage, you're sure to see a surge in sales.



TAKE ACTION:

- ✓ Log in to your social media accounts every day to check notifications and messages
- ✓ Respond to anyone who has reached out
- ✓ Share your company's blog posts to specific groups to drive traffic and engagement
- ✓ Participate in relevant group conversations to offer valuable insight
- ✓ Follow relevant social media accounts to build your network

OUT WITH THE OUTBOUND

Sales reps have a bad reputation for being pushy, aggressive, and untrustworthy. They are known for interrupting people's days. As we've mentioned, the sales industry (and the role of a sales professional) has went through a huge overhaul—so why has this pervasive stereotype been so hard to shake? It's because some salespeople are still using outdated, ineffective, and disruptive outbound marketing techniques! Cold calling, junk mail, billboards, radio and TV ads—at best, buyers today have learned to ignore or tune out this white noise. On top of that, outbound is expensive. It's ineffective. So what are your other options?

Inbound marketing is the best way to ensure that your sales team successfully adapts to the new way customers buy. Inbound marketing draws customers to you (of their own freewill instead of kicking and screaming) by creating and sharing quality content, establishing you as a thought leader in your industry, attracting relevant prospects that fit your buyer personas, and by using social selling.

On top of developing warm, qualified leads, making it easier for salespeople to do their jobs, the success of inbound marketing is easy to measure as it relies so heavily on data. Never waste money or resources having your sales reps base their efforts on guesswork ever again. Talk about effective!

It's official: Inbound marketing is in it to win it.

TAKE ACTION:

- ✓ When implementing a new inbound strategy your sales reps should be involved
- ✓ Create content by leveraging the expertise and experience of your sales team
- ✓ Educate prospects and customers by sharing case studies, whitepapers, e-books, and testimonials
- ✓ Sales reps need to follow up with inbound leads that are sales qualified

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**INBOUND MARKETING
DRAWS CUSTOMERS
TO YOU**
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SALES ENABLEMENT

After you've considered all our advice and have come around to the new innovations in sales, like social selling and inbound marketing, the final piece of the puzzle is sales enablement. Perhaps you've heard of the importance of sales enablement before but never received a clear definition, or you simply thought it was another way to say sales training. Not quite!

Sales enablement, though it does encompass aspects of sales training, also factors in sales coaching, content creation, strategic development, knowledge sharing, performance analysis, and more. It's understandable that narrowing down sales enablement to a single definition can be tricky! Think of it this way: If the sales industry has changed, and the way customers buy has changed, then the way your sales and marketing teams work together must change, too.

Essentially, sales enablement is the strategic and ongoing process of equipping your sales team with the right tools for



success—new technologies, methodologies, knowledge, and more—to sell to inbound customers. It's a process that helps assure that the energies of both sales and marketing teams are aligned and responsive to new trends in the industry. This means maximum impact.

If inbound marketing is the boat, sales enablement is the paddle. They go hand in hand to get your sales team where you want to go.

TAKE ACTION:

- ✓ Align sales and marketing
- ✓ Provide ongoing inbound sales training to ensure that sales reps understand the inbound methodology and how it changes their role
- ✓ Provide ongoing coaching to ensure that sales reps have the tools to sell effectively

CPSA: SUPPORTING THE SUCCESS OF SALES PROFESSIONALS



The Canadian Professional Sales Association (CPSA) is Canada's largest national sales association. Established in 1874, the CPSA has worked to enhance the effectiveness, efficiency and professionalism of the sales community by providing salespeople and the business community with the benefits, training, and resources they need to succeed. Our 20,000+ members include senior executives, entrepreneurs, sales managers, sales representatives and sale agents who benefit from membership by reducing costs, increasing efficiencies, developing themselves and their teams, and reaching new heights in sales.

With the collective buying power of our community and longstanding relationships with an extensive network of partners, CPSA members enjoy access to a range of exclusive travel, business and lifestyle discounts to decrease expenses and strengthen your bottom line. Over two thirds of CPSA members report saving more than \$1,500/year in travel costs alone.

The CPSA also offers a wide range of sales training and certification programs designed and proven to give you a competitive edge. Whether you're just starting out in sales, looking to grow your commissions or talking the next step in your career, our team of instructors provide real world knowledge and practical examples.

20,000+
CPSA MEMBERS



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