



# 5 SALES CHALLENGES YOU NEED TO OVERCOME IN 2020

---





**Leads may come and go, but sales challenges remain forever. Maybe not. Not if you have ways to overcome them**



According to **Prakash Batna**,  
**VP of Sales at Vendiman**,

*“Selling is difficult. The toughest challenge, according to me, is identifying who is the influencer, buyer, and decision-maker, chasing wrong clients, and not knowing when to ask for the order.”*



# **5 SALES CHALLENGES**



# #1: Generating Quality Leads

**Challenge:** While retaining existing customers has more chances of repeat sales, you need to acquire good quality leads to meet your targets, scale the business, and stay ahead of the competition.

**Solution:** Marketing approach: Content creation

Investing in content creation has a good chance of attracting quality inbound leads.. Get your in-house marketing team to create content that caters to your target audience. like case studies specific to your target audiences, organize webinars, whitepapers, etc.,

Outbound Sales approach:

- Build your ideal customer profile
- Create a sales cadence
- Measure outbound sales strategy success-



# #2: Qualifying an opportunity or prospect

**Challenge:** When your sales team is chasing poor leads, it leads to a fat pipeline with no conversions

**Solution:**

- A mechanism to identify leads that are not responsive, eg: a lead that does not pick up more than two calls
- Segmentation of leads based on various factors like responsiveness, industry, etc
- An effective lead scoring mechanism to identify hot, warm and cold leads.



# #3: Differentiating the solution

**Challenge:** Prospects are well informed about the industry and your competition, so your sales reps need to know what makes your products stand out.

**Solution:**

- Your sales team needs to know the challenges faced by the prospect and how your product can solve them.
- Equip your reps with sales enablement content like battlecards, comparison sheets and use case decks so they are aware of the edge your products has over competition
- Train them in objection handling so they can face prospects with confidence



# #4: Getting past the gatekeeper

**Challenge:** Getting stonewalled by the gatekeeper is common in business. Not talking to the right people may elongate your sales cycle and ultimately impact conversions.

**Solution:**

- Use Company Hierarchies: Equip your salespeople with organization charts so they know who they need to get in touch with in a company.
- LinkedIn Connections: Leverage LinkedIn connections and establish a relationship with prospects on social media.
- Build a Rapport with Gatekeepers: Your sales reps can engage with gatekeepers and establish a rapport with them by setting up appointments and preparing pitches





# #5: Using the right tools

**Challenge:** Salespeople are often not equipped with the right tools. They toggle between a powerpoint, spreadsheet, phone and email in order to keep tab of new prospects.

**Solution:** Sales Prospecting Tools - Helps collect data and contact information of leads

- [Event Tracking Software](#) - A software that tracks website and in-app activities of prospects
- [Lead Scoring Tool](#): Scores leads based on online (website, app, email response) and offline(calls and meetings) activities
- [Sales Engagement Tool](#) - Emails and calls to prospects can be done from within this software.
- [CRM](#): An all-encompassing [CRM software like Freshsales](#) has all of the above features and makes the life of a salesperson easy





## CONCLUSION

With technology-backed ways of addressing sales problems, you can tackle sales challenges and build a motivated and result-driven team.