





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.