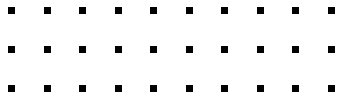




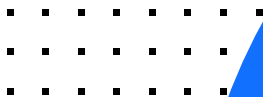
What is **SHIFT** Sales Team Strategy?





Share insights

As a leader, sharing regular insights on relevant industries through internal portals, team meetings, workplace, slack with your team is vital. The insight must be actionable, current, and relevant to the prospect's business.

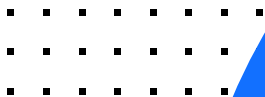




Hope

It is likely that salespeople may have to deal hear a greater number of rejections.

Instill hope in them by highlighting even the smallest of the wins in the team, organizing meetings to share fun moments rather than just talking business and sharing inspirational stories.

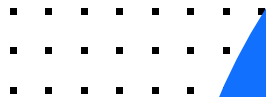
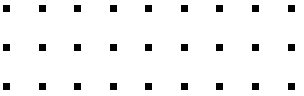
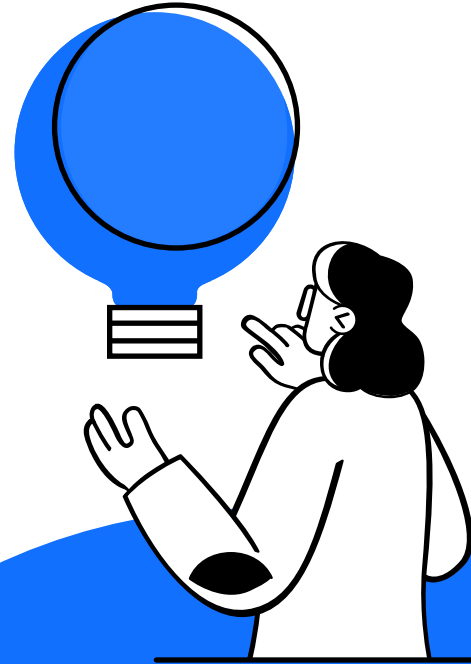




Innovation

Provide scope for innovation in your team and discover new ways of doing the same tasks.

Field salespersons must adopt the ways of doing discovery over the phone and look for innovative ways of reaching prospective customers.

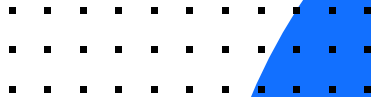
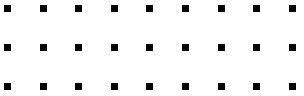




Fairness

Sticking to the standard procedures of measuring performance using the metrics may not work now.

As a leader, one needs to be empathetic to the prevailing situation and support the team, irrespective of the revenue numbers.





Teach

Effective leaders focus more on learning goals so that the performance goals are taken care of.

Leaders must teach new skill sets and help in cross-skilling and upskilling by encouraging team members to take up online courses and expanding their skill set.

