

5 REASONS WHY YOUR SALES TEAM IS UNDERPERFORMING

Why is your sales team underperforming? Here are five common reasons:



1 NOT FOLLOWING UP ON LEADS



Without follow-up, sales leads won't convert. If your sales team is not following up leads, your business is losing sales. It is essential that your team has a CRM system that allows them to record leads and progress each opportunity through the sales pipeline to its conclusion, and also allows you to effectively monitor lead follow-up and address any unfollowed-up leads before it's too late.

'On average **70%** of the leads marketers sent to sales were never contacted at all. And of those abandoned **70%, 43%** ended up buying something from a competitor over the next 13 months.'

[Cahners CARR Research](#)

'77% of people prefer to receive permission-based promotional messaging via email.'

[ExactTarget survey 2012](#)

2 POOR USE OF EMAIL

Email is, for many customers, the communication method of choice. It is therefore essential that sales staff:

- ✉ Use email to contact customers where appropriate.
- ✉ File emails against customer records for future reference.
- ✉ Use email templates and email automation tools as far as possible to increase efficiency and reduce manual intervention.
- ✉ Use email for new marketing efforts.

Keeping emails stored against customer records in CRM systems ensures a full audit trail for communication and a better understanding of each customer.

'Personalised emails improve click-through rates by 14% and conversion rates by 10%.'

[Aberdeen Group](#)

3 POOR ORGANISATIONAL UNDERSTANDING



Your team needs to identify and understand each client so they target the correct person with each sales effort:

- 01. Who are the deal influencers?
- 02. Who are the decision makers?
- 03. Who are the gatekeepers?

CRM systems that capture the organisational structure of client companies will save time and get deals in front of the right person.

4 POOR RELATIONSHIP BUILDING

Relationships are built on trust, which is why your sales team needs to deliver on promises. If a client requests a call back, they must receive that call when they ask. CRM systems provide the ability to record call notes and set reminders for follow-up.

'Companies that excel at lead nurturing generate 50% more sales-ready leads at 33% lower cost.'

[Forrester Research](#)



5 MISSED OPPORTUNITIES

Well-established customer relationships provide opportunities to upsell and cross-sell. But there are two key factors to make this happen:

A solid, trusting relationship between customer and account manager. **1**



A good understanding of the client's needs, preferences and company culture. **2**

CRM systems can store:

- 01 The personal information required to maintain a relationship with each client stakeholder.
- 02 Data that allows account managers to match products to customer preferences for upsell opportunities.

'Nurtured leads make 47% larger purchases than non-nurtured leads.'

[The Annuitas Group](#)



TAKEAWAY

Remember . . .

A CRM system offers many ways for sales teams to improve performance.

A CRM system enables you to provide a higher level of customer service and achieve a greater ROI.

Find out how CRM can give your sales team a boost in our **Datalex case study.**

[View Now!](#)

