

SYMPTOMS OF INEFFECTIVE SALES SUPPORT

To diagnose an ineffective sales support structure, you must first recognize the symptoms. Here are four common signs of ineffective sales support:

SALES AND MARKETING MISALIGNED

Poor communication leads **marketing** to create content without input from sales.

Sales doesn't share the data and analytics that show which content is successful.

Both teams are flying blind in the creation and use of sales materials.



MARKETING BUSY WITH AD HOC REQUESTS



Marketing teams **bogged down with ad hoc tasks** can't focus on strategy and creative brainstorming.

Their **role shifts** from innovation to administration. Sales materials are no longer developed continuously, and the quality stagnates.

This leads to a gradual **erosion of the material effectiveness**.

TOP SALES REPS GETTING ALL SUPPORT

The support infrastructure can't provide every rep with the same level of service. The top reps receive a **large majority** of sales support's attention.

This creates a self-fulfilling prophecy of performance. **Leading reps, who get enhanced support, always come out on top.** The disparity can hurt morale within the organization and hinder your bottom line.



SALES REPS CREATE THEIR OWN MATERIALS



If sales support isn't giving reps the option to use **personalized content**, they may take matters into their own hands.

When staying on brand and **adhering to design and compliance standards** is critical, reps may miss the mark if they do it themselves.

Your business **could face hefty fines** for compliance violations in regulated industries.

[Find The Cure Here!](#)