

TOP 5 SALES CHALLENGES

and how to overcome them



1

YOU DON'T HAVE ANY ORGANIC LEADS

SOLUTION
Create **valuable** resources and publish them **regularly**.

Research what sort of questions your buyers are asking, and **answer** them.

Use **SEO best practices** in your writing to boost your content to the top of search engine results pages so that prospects find them quickly.

2

YOU AREN'T FOLLOWING UP WITH LEADS PROMPTLY

SOLUTION
Use **customer relationship management (CRM)** software to streamline the process so leads hear from your company immediately after reaching out.

CRM software keeps track of your leads so that your sales team can research first and then reach out, allowing them to make a better pitch to the individual.

3

YOUR SALES PEOPLE ARE USING DIFFERENT PITCHES

SOLUTION
Build a hub of **easy-to-access, company-official resources** that sales can pull from when contacting leads.

Holding all sales materials in one place ensures that the information shared accurately and consistently reflects your business, regardless of who talks to the potential buyer.

YOU HAVE A LOW CUSTOMER RETENTION RATE

4

SOLUTION
Keep checking on your clients to make sure they're satisfied with your services, and solve any problems they may be experiencing.

Prioritize customer service.

You should spend just as much time engaging with your current customers as you do with your prospects.

5

YOUR SALES AND MARKETING TEAMS AREN'T ALIGNED

SOLUTION
Make sure both teams have clear parameters of what differentiates a lead from being marketing qualified (MQL) and sales qualified (SQL).

Alignment ensures your marketing team is continuously nurturing leads so they can be passed onto sales when the time is right.



The world of sales is always evolving, and as the market changes, you'll likely experience problems with your standard ways of operating. By updating your processes and solving these new challenges, your sales team will be equipped for success.