A Manager's Guide:
How to Solve 5 Common Problems in Your Sales Team

DM TRAINING

5 Common Problems in Your Sales Team

Problem 1	Not enough prospecting is happening
Problem 2	Everyone's in the office all the time
Problem 3	No one is following through
Problem 4	No one is focusing on the bigger deal
Problem 5	Time management

Problem #1:
Not enough prospecting is happening

If you're part of a large company it's very possible that the marketing department is providing your sellers with most of their leads. Or perhaps you're part of a smaller company and sellers need to find all their own prospects. Regardless of which situation your team finds themselves in, it's time for everyone to start prospecting more. Getting more sales requires being able to proactively seek out potential clients instead of being reliant on inbound leads.

Solution:

In order to get your team to prospect more, you need to set clear expectations. How many calls should they be making? How many emails should they be sending? How much time should they be devoting to social media for finding new prospects? Establishing guidelines for the importance of their prospecting efforts is key.

Refreshing your team's prospecting skills will also help them gain more confidence in their abilities. Spend some time discussing what prospecting emails should say. Make sure your sellers are constantly testing new approaches. Having a monthly role-play session to help firm up elevator pitches and handle initial objections will help your team with prospecting, as well as, future stages of the sales process.

Problem #2:
Everyone's in the office all the time

Maybe not literally, but when all your sellers are available all the time that means they're not spending enough time actually selling. Prospecting, researching, preparing, and administration are all important, but shouldn't be the defining aspects of your team's work. The calendar should be filled with first appointments and next step meetings.

Solution:

First, assess whether anything you're doing might be part of the problem. Are you having too many internal meetings that are cluttering up the team's schedule? Is the administrative process of entering information into the CRM, etc., something that can be cut down or somehow shortened?

Next, set expectations for the numbers of meetings your sellers should be having weekly. Is it at least 5 first appointments a week, plus another 5 next step conversations? Whatever those numbers are, do some research into the CRM metrics and gauge how many meetings your sellers should be having that would increase success, but still be attainable.

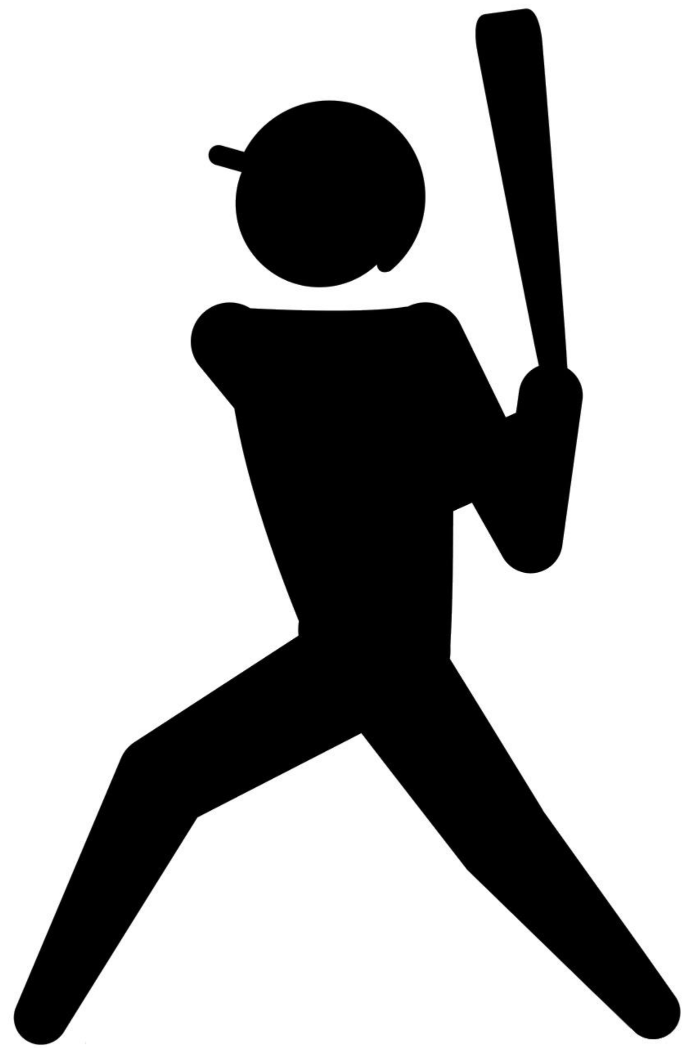
Finally, if the situation allows for it, encourage your sellers to go on in-person meetings. It might be easier and more convenient to just jump on the phone for a call, but your sellers should be distinguishing which meetings would be more effective face-to-face and are worthy of the additional effort it would require to make that happen.

Problem #3:
No one is following through

Your team is now prospecting and securing tons of first appointments, but there isn’t much follow through on those initial calls. Without the follow through, all potential opportunities will fall apart and quickly drift away.

Solution:

Ensure your sellers to come to every meeting prepared. That means that they’ve done their research and preparation, but also that they have a next step at the ready. Every single sales call needs to have a follow up. Even if the entire conversation went sideways and there’s no way the prospect will buy, the seller needs to follow-up to thank them for their time and keep a positive relationship open. If a call went well, it shouldn’t end until your salesperson secures a next step and schedules something. Leaving any call without a next scheduled point of contact is a waste. Checking in with your sellers to ask about their next steps will remind them to stay proactive and keep the sales process moving forward.



Problem #4:
No one is focusing on the bigger deal

Sometimes sellers get in the mindset that they need to rush to the close. They hurtle through the entire sales process just to get the contract signed as soon as possible. While it's crucial that they don't meander their way through the sale, if they're hurrying through the deal they might be leaving greater opportunities behind.

Solution:

Train your sellers to find a moment to step away from each potential deal and analyze the bigger picture. Where is there a larger opportunity? Assessing the deal and already sketching out a plan for the future is the way they'll start realizing that digging a bit deeper can usually produce more than is visible at face value. Starting the process by sitting down and assessing a few select accounts together to look for the biggest possible deal is a way to introduce them to the idea that they should constantly be doing it on their own. Also, sometimes talking a deal through can unveil some hidden possibilities.

Problem #5:
Time management

With everything your sellers need to be doing it's highly unlikely all of them are truly spending all their time wisely. It'll help the team's productivity if everyone begins managing their time and activities more efficiently.

Solution:

You can help guide your sellers by identifying which activities should have the highest priority. By giving them numbers and goals they should be hitting, it'll define their focus. Then help them get in the habit of setting aside specific time blocks for their activities and group those that are similar into clusters. Recommend they do those they find most difficult or tedious early in the day to make sure these tasks are accomplished without unnecessary procrastination. Encourage them to outline their scheduled plan for the day on the calendar. There will undoubtedly be tweaks and slight changes made each day, but it'll help keep everyone accountable for spending their time being productive.

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