



7 WAYS TO ENHANCE SALES PERFORMANCE

UNDERSTAND WHERE YOU ARE

Before taking any corrective measures, you'll need to understand where you stand in key sales process and performance areas.

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DEFINE YOUR TARGET MARKET

Create unique personas to identify your target audience. This will enhance sales performance by empowering you to sell more effectively and efficiently.

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SET CLEAR GOALS AND OBJECTIVES

To give your sales team the direction it needs, document and live by your goals.

Make them **SMART**: Specific, Measurable, Achievable, Realistic, and Timely.

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DEVELOP A SALES ACTION PLAN

As you create touchstones for your sales action plan, be specific and realistic. Use historical data to guide your activity planning. That way, you won't be aiming for unattainable numbers.

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INVEST IN A CRM SYSTEM

Well-developed Customer Relationship Management (CRM) platforms track your activities, giving you a clear overview of customer interactions, proposals, orders, and more from a single dashboard.

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MEASURE AND MODIFY

To foster a world-class sales team, your CRM system should become a rich repository of meaningful data on every customer or prospect.

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EMPOWER YOUR EMPLOYEES

Each sales team member should think and act like a leader. According to our research, regular sales leadership training helps improve performance and confidence so much that **96% of sales managers say it's essential.**

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