



SALES

Sales Success Blueprint: Jump-start Your Year with Key Actions

By Larry Colley:

As the new year unfolds, sales professionals can pave the way for success by taking strategic actions which will be essential for a strong start to the year.

Every salesperson understands how they fared in 2023. As is always the case for good salespeople, they are sure to feel as though they missed several opportunities while capturing others. It appears even the most successful year is always tempered with a sense of loss for the missed deal. However, a high performing salesperson never spends as much time looking back as they do planning their future success. Going into 2024 this will be as important as ever and should include several strategic actions. Now that you have reflected on 2023 it is time to set clear goals for 2024.

Setting specific, measurable, and time-bound goals is often overlooked by salespeople. If you want to improve your performance you must set a standard for what that improvement will look like. Everybody wants to sell more, or make more money, but with no set goal you cannot make it happen. In the simplest terms if you see 4 customers a day and close one then any increase in sold business must recognize a 25% close rate. This means if you want to close 4 more deals a month you will have to average seeing around five people per day which would then net 1 extra deal a week or the set goal of 4 per month. Once you work your numbers backwards and set clear goals for the week, month, and year, you will find that reaching these goals gives you a new understanding of success. Several other actions will be equally important for a successful 2024. Making sure to stay informed on industry trends and product updates to enhance client communication. This means you must be up to date on your product knowledge. You will also want to review your sales strategy and adapt sales approaches based on the effectiveness of previous strategies.

You should always look at leveraging any technology available to you but remember there is no substitute for hard work and determination. Never look to technology to replace your effort or expertise. Technology should support your efforts not eliminate them. Stay connected to your clients and understand their evolving needs and explore up-selling opportunities. And finally invest in your personal development. Pick 2 or 3 books or sales seminars to read or attend this year and follow through. The most successful people in any endeavor never stop learning or looking for personal growth and neither should you.

Seize the opportunities at the beginning of the year to set the stage for a successful and fulfilling sales journey in 2024.