



You've missed your sales target – who do you blame

You missed your sales targets in 2020 and need a turnaround in 2021 – blame sales, that should sort it out!

Let's face it, that's what most companies have been doing for so long that it is expected. What a great way to motivate the sales team for the year to come.

As I was told a long time ago, whenever you point a finger at someone – don't forget that three fingers point back at yourself

So, what can we do differently? Well, maybe taking a more holistic look at the ability of your organisation to generate revenue might be a good place to start.

If generating revenue is all about taking a client on a journey with you, from not needing any product, solution or service to making a decision to purchase from you – how can you achieve that in the most productive way as a complete organisation?

Business leaders around the world have told us that their end-to-end productivity for new business is just below 2% and that it has been falling year on year. Yes, they need 50 names going into the process to generate a single order at the end! That can't all be down to the sales team not performing.

In a digital, ever changing, more and more buyer centric world – how do you most effectively connect with your potential buyers?

If 60% of the Buyer's Journey is completed before you hear from them – how do they want to research or learn about potential solutions and how do you connect with them during this period?

Instead of simply blaming sales because they are the ones responsible for finally closing orders, isn't it time to look at your effectiveness across the whole revenue generation process and buyer's journey? What does that involve?

Well it's not just sales. In progressive companies the scope takes in the performance of:

- People and management
- Strategy and planning
- Products and services
- Supporting system, process & management
- Marketing
- Selling

