

The 5 Key Areas for Sales

For sales functions, if 2020 was about being as agile, resilient and focused as possible during the pandemic, then 2021 is about planning for the future.

Continuing to drive sales activity in periods of change is critical to both survival and the long-term health of the business. So how do you build a more resilient sales team, keep your teams focused and motivated and prepare for the changes that are coming our way?

Below is an outline of the five key areas you need to consider when it comes to making your business' sales infrastructure as secure and future-proofed as possible.

14% of companies accelerated growth through the last four recessions. A **resilient sales function is critical** to this growth.*

1.  **Experience & engagement**
How can you be building an ongoing and interactive relationship with customers?

2.  **Augmented consultative selling**
What areas of your sales process are you able to automate, and which areas should retain more traditional sales journeys?

3.  **Seamless sales and service - whatever the channel**
Are you set up to serve the customer in the way they want to be served? The right options to give the best assistance and advice at the time they need it - as decided by them.

4.  **Streamlined administration**
Reducing administrative overheads while also providing a "straight through" experience for customers.

5.  **Effective sales operation**
Building a focused, informative feedback system enabling more efficient allocation of resources, evaluation and improvement of performance, and ease of operations.

And there is one thing that links and underpins all of these areas. None of this can work if you haven't invested in your core technologies that are supporting and helping your teams perform to the high standards expected of them.

Ensuring the core investments in data and enterprise technologies are focused on driving greater customer understanding, experience and interactions. Addressing your ability to offer balanced sales capabilities, whatever the channel, will require the correct blend of tools and technology as you and your customers move forward.

So what next?

To create a strategy that builds greater resilience into your sales functions, you'll need to plan ahead. We've written an article on sales resilience that walks you through what you need to know to move forward with confidence.