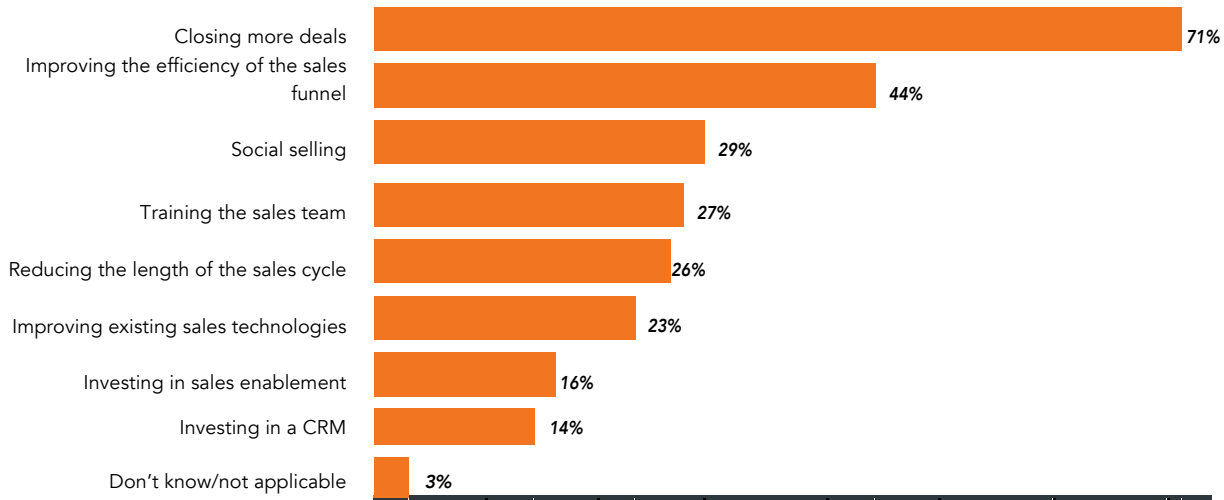


Setting the right Sales Priorities

A recent study of over 6,000 companies worldwide highlighted their key sales priorities. Not surprisingly, closing more deals was #1 (Reference: Hubspot's State of Inbound 2017):



While **closing more deals is obviously essential** to growing your business or professional practice, the survey also highlighted **other key sales priorities to consider**. So we have put together a small exercise for you to check-in on whether you have the right sales strategies and priorities in place:

1. Take a minute to **rank your priorities** from 1-8 and compare them with the survey results:

Sales Priority Options	Survey Ranking	Your Ranking
Closing more deals	1	
Improving the Efficiency of the Sales Funnel	2	
Social Selling	3	
Training the Sales Team	4	
Reducing the Length of the Sales Cycle	5	
Improving Existing Sales Technologies	6	
Investing in Sales Enablement	7	
Investing in a CRM	8	

2. Then consider for your top 3 priorities:
 - Do you have an effective strategy in place to achieve each priority?
 - How will you measure the success of each priority?
 - Who will make each priority happen?
3. If you can't answer these three questions clearly, we would love to assist you. Just call (02) 9125 0520 or visit www.themarketingstrategy.co for an obligation-free discussion