



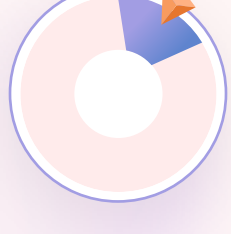
Creating a Resilient Sales Team: Techniques for Training and Motivating During Economic Uncertainty

2023 is expected to present significant economic challenges. Amid high inflation, CFOs foresee inevitable recession and devastating consequences for emerging markets.

Companies need to boost sales to overcome financial challenges and grow.



90% of top sales reps prioritize long-term customer relationships over short-term wins with support from their leadership.



30% higher close rate sets top sales teams apart from average teams.



81% of sales reps say team selling helps them close deals.

Source: Salesforce

7 Essential Strategies for Keeping Your Sales Team Top-Performing in a Recession

1

Embrace Outcome-Based Training Approach

It should be

- Relevant
- Actionable
- Measurable
- Predictable



2

Develop Sales Managers

Imparting comprehensive training to sales managers can significantly enhance their effectiveness, thereby increasing the likelihood of having top performers by 83%.



3

Establish a Culture of Sales Excellence

The support and success of top performers are directly linked to organizations that prioritize and actively invest in sales performance improvement.



4

Improve Skills Across the Sales Cycle

Continuous learning and deliberate practice are the keys to improving skills across every sales cycle stage.



5

Focus on Building Relationships

Emphasize the importance of building strong customer relationships to foster loyalty, drive long-term success, and inspire buyers throughout the buying process.



6

Find Innovative Ways to Deliver Learning

Personalize learning paths for sales teams based on skills, assessments, and career goals to boost motivation. Utilize Slack and other tools for streamlined onboarding.



7

Elevate Sales Enablement to the Executive Level

Enablement leaders must evolve into trusted advisers who understand sales teams' pain points and speak their language, building trust by matching learning data with key sales KPIs.



Contact us to learn how we can help you build custom sales training programs to help your team maintain momentum in a downturn.