



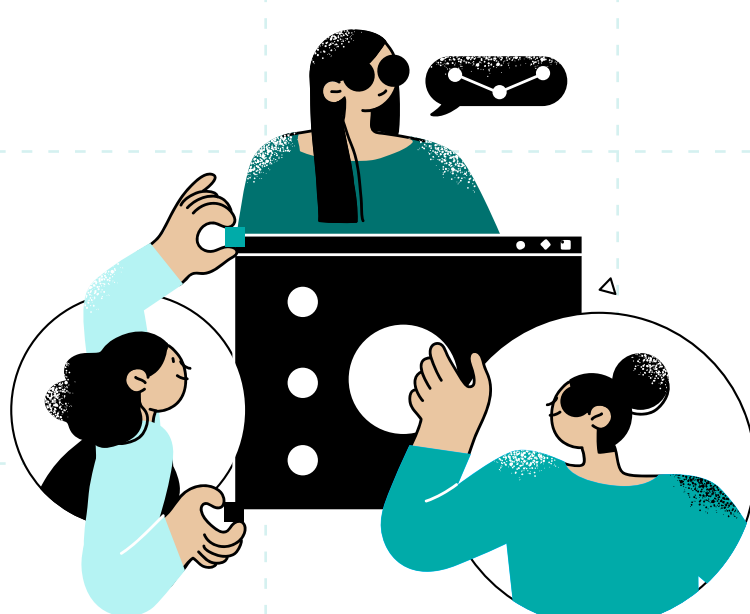
The Sales Strategy Guide for 2024

A successful sales strategy is more than a roadmap; it's a dynamic shift toward a customer-centric experience. Boost productivity and advance organizational objectives with these 5 approaches for your 2024 sales plan:



Establish a Customer-Centric Model

- Foster collaboration across functions to meet the needs of customers.
- Enhance synergy with marketing for consistent customer engagement.
- Gartner: 83% of strategy failures come from inaccurate presumptions.

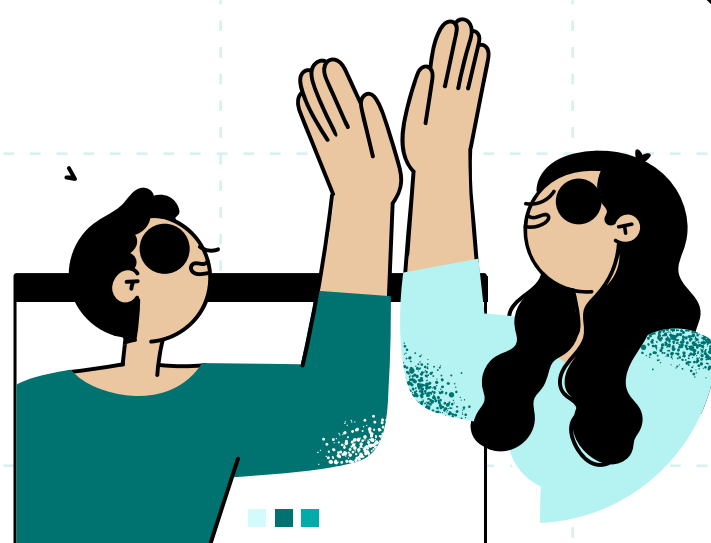


Empower the Sales Force to Adapt to Evolving Needs

- Cultivate collaboration between sellers and digital channels.
- Create a learning journey that instills buyer confidence.
- Gartner: 67% of key functions are misaligned with strategies.

Employ Multifaceted Collaboration

- Collaborate across marketing, customer service, customer success, and IT.
- Leverage technology for effective orchestration.
- Gartner: 58% deem performance systems are inadequate for tracking strategy.



Deliver Consistent Messaging

- Ensure consistent messaging across all touchpoints.
- Reduce online inconsistencies for a cohesive buyer experience.
- Gartner: 67% of employees are unaware of new growth plan responsibilities.

Provide Effective Sales Training and Enablement

- Equip your sales force with skills for multiple communication channels.
- Prepare the team to embrace an agile approach for sustained success.
- Move the sales approach from transactional to consultative on every level.
- Ensure sales enablement resources are readily available.

