

3 KEYS to Sales Quota Attainment

Why are sales teams missing quota? According to a Selling Power/ValueSelling Associates survey with responses from more than 300 B2B sales professionals, the three biggest factors that impact sales quota attainment are:



While the formula for quota attainment will be unique to your team, here are three critical steps to improve your odds:

#1: Keep the Sales Pipeline Full

Establish a common goal for lead generation. Be disciplined about prospecting.

#2: Create a Simple Sales Process

Simplicity paves the way for consistency – consistent efforts are the key to getting winning results.

#3: Help Reps Communicate Value

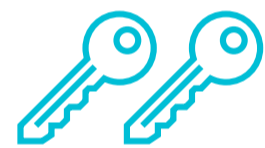
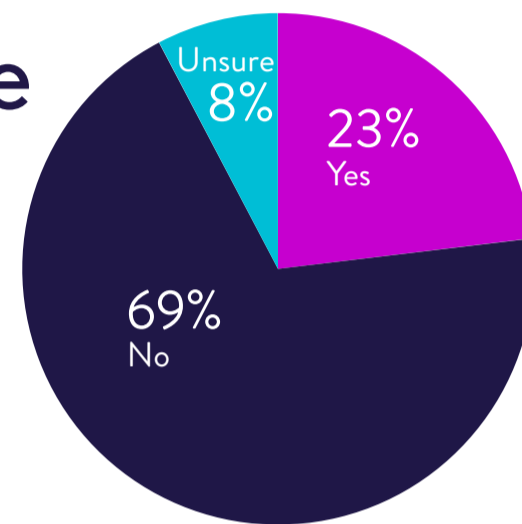
Take the prospect's perspective by understanding how they prefer to communicate, their top industry issues, their business revenue challenges.

These efforts typically result in higher levels of motivation among salespeople to prospect more frequently and routinely, which leads to an uptick in sales results overall. Download the ebook, "Three Keys to Sales Quota Attainment."



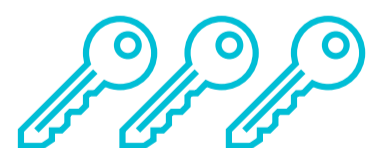
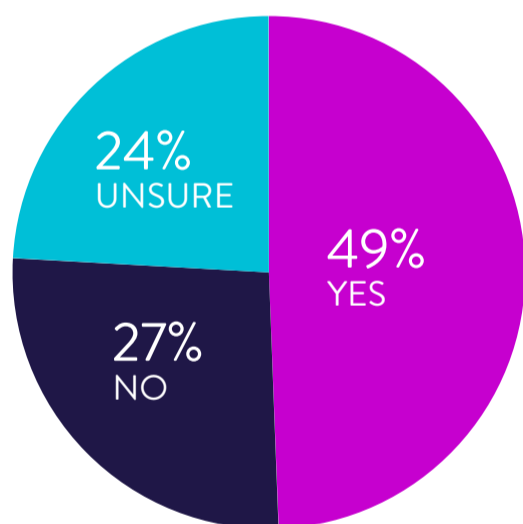
Plenty of pipeline

When we asked if reps had enough pipeline to meet quota, 48% of sales leaders said no, and 69% of sales reps said no.



The right sales process

While 70% of companies outline a clear sales process, only 49% of the sales team believe it's effective. The result is inconsistency and/or inability to use the sales process.



Ability to communicate value

72% of companies provide training on how to communicate value to customers, yet when asked how well their sales reps communicate value, sales leaders said:

