Improve your sales productivity – Syrac Inspirations' how to guide

Friday 6 May, 2016

Sheffield-based Syrac Inspirations share their tips on how to improve sales productivity.

About Syrac Inspirations: http://www.syracinspirations.com/

In any business organisation, sales is the department that generates revenue. For business success it is irrelevant how good a manufacturing operation is, how cutting-edge technology is, how tight the financial goals are or how progressive and forward-thinking management techniques are; businesses must still have a sales mechanism in place, or everything else is useless. Revenue is the bloodline for all business activity and Syrac Inspirations wants business owners to follow their guide to improving sales productivity.

It is a fact that every sales force has a margin for improvement regardless of how successful they are. By opening a twofold goal Syrac Inspirations are confident businesses can accelerate success for their clients. The objective is to maximise sales results while simultaneously minimising the resources expended toward achieving those results.

Syrac Inspirations offers their how to guide to maximising sales productivity;

Automate where possible – By automating non-customer facing processes it will allow further manpower to be placed in relationship management and selling. By fine tuning data entry to self-collate statistics allows further time to be spent dissecting consumer behaviours and improving customer experience.

Prioritize Management of CRM Systems – 30% of data collected can be non-market reflective in a short period of time. By allocating non selling time to CRM management can keep sales forces ahead of the competition. Sales forces should understand the importance of CRM and how to use it as a selling tool for success.

Make an impact on multi contact points for each account – Business decisions don't often fall to the feet of one individual. By networking and developing business relationships with multiple team members, it will assist in any restructuring of a client's business and assist in managing accounts effectively and avoid missing further selling opportunities.

Be a prospective business expert – Add value by researching and knowing prospective organisations. By shortening sales processes through knowledge and trust building as an expert consultant.

Measure the sales process, not just the results – By analysing sales cycles and pipeline conversion rates, highlight areas for improvement. Prioritise this stage to ensure improvements are made and resources are freed up.

Syrac Inspirations is an outsourced sales and marketing firm based in Sheffield. The firm specialises in a unique form of direct marketing, allowing them to personally connect with each individual customer on behalf of their clients. Syrac Inspirations connect with customers on a face-to-face basis because this creates long-lasting and personal business relationships between their clients' brands and their customers.

The firm's services offer brands the option to outsource their sales strategy, with a guaranteed ROI. Their methods provide a fast way for firms to improve a sales forces productivity.

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