Sales Strategy, Another Corporate Training Program by Appleton Greene & Co

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The Industrial Revolution marked the beginning of the modern salesperson. The one that might come to mind is the travelling salesperson, who would often arrive in towns making big promises about their wares and then leave after making several sales and before people realized the lies they had been sold. Of course, there were many more sales people than just this style, and they were selling everything.

Today, buyers are **highly savvy**, more sensitive to outdated sales tactics that feel too pushy, and more likely to require abundant information and time before making a decision. Many sales strategies that once worked for salespeople no longer do, or at least not as reliably as in the past.

Sales strategy is an ever-evolving field, largely because the knowledge and expectations of potential clients are continuously becoming more nuanced. Regardless of the industry, sales is a vitally important department in most every organization, now more than ever before. As such, it is necessary for sales professionals to understand today's successful sales strategies, know their own product or service inside and out, and have a helpful attitude toward nurturing client relationships.

In an effective sales team, professionals must ask themselves important questions: How do you deliver value? How do you focus outreach to people who will be receptive? How do you follow up with finesse? How do you nurture opportunities? How do you handle a client ghosting you? Asking these questions will allow a sales team to think more expansively about their sales strategy to find the best path forward. However, often the best path involves refining sales strategy and evolving training.

For any industry to continue to thrive, it is imperative that regular training is allotted. In 2023, sales strategy training is a must. Surprisingly few salespeople receive sales strategy training to any extent, and that is hurting many organizations. Not only is sales a rapidly changing field, it is also one that requires a growth mindset of its professionals. One must have technical knowledge as well as interpersonal relationship skills, and they must be aware of new and emerging trends. Going forward, quality sales strategy training will only grow in importance. Continuous sales strategy training is what elevates salespeople into trusted advisors their clients can rely on. It also results in improved productivity.

Sales is a long-standing and vital role, and it has undergone many iterations throughout history, even within the last century alone. It has continued to evolve as new technologies and norms have arisen, and it will continue to expand in the coming years. Future training in sales strategy for B2B sales should focus on worthy intent in the salesperson in how they approach potential clients and maintain relationships with them. It should guide them through the client journey, exploring the client **"why"** and the concept of **"so they can."** These values, along with continually delivering value and following up, come together to form a sales strategy that reliably builds and nurtures a strong relationship with clients and will lead to more success for the sales professional, their organization, and their client – a **win-win-win!**

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