

THREE TRENDING CHALLENGES FOR SALES LEADERS

 5 MIN

EBOOK



SELLING IS HARD IN 2024—AND IT'S GETTING HARDER BY THE MINUTE.

From buyers with skyrocketing expectations to remote selling in a sluggish economy, closing deals is harder than ever.

Based on our work with sales leaders, here are the three biggest challenges right now—and the questions you should ask to start solving them.



CHALLENGE

01

IMPROVING YOUR **SALES PIPELINE**

Customer demand is down, and talent shortages have drained sales teams, leaving less tenured sellers to build new pipeline and close deals.

If your sales pipeline needs work, have you:

- ESTABLISHED AN IDEAL CUSTOMER PROFILE?**
- DEVELOPED CLEAR AND COMPELLING MESSAGING FOR YOUR TARGET PERSONAS?**
- CLARIFIED RESPONSIBILITIES AT EACH STAGE IN THE SALES PROCESS FOR DIFFERENT SALES ROLES?**
- DEFINED THE KEY COMPETENCIES, TRAITS AND DRIVERS OF YOUR TOP PERFORMING SELLERS?**

36% of sellers feel unprepared for the new digital selling environment

CHALLENGE

02

INCREASING WIN RATES

With fewer opportunities in the pipeline, it's imperative to make the most of every opportunity—i.e., win more often through better process and methodology.

Organizations that follow a **consistent, methodical sales process** have 27% higher win rates and 21% higher quota attainment.

If win rates are lower than they should be, have you:

- ✓ **ALIGNED YOUR SALES PROCESS TO THE BUYER'S JOURNEY?**
- ✓ **CREATED A FRAMEWORK FOR OPPORTUNITY MANAGEMENT AND PRE-CALL PLANNING?**
- ✓ **ENSURED MANAGERS ARE COACHING SELLERS AT THE DEAL LEVEL TOWARD A PIPELINE—NOT A PIPE DREAM?**
- ✓ **EMBRACED A SALES METHODOLOGY THAT REFLECTS WHAT TOP SELLERS DO DIFFERENTLY?**

27%

higher win rates



21%

higher quota attainment



CHALLENGE

03

GROWING SHARE
OF WALLET IN
**KEY
ACCOUNTS**

In this market, it's easier to mine existing accounts than to chase new ones. But that doesn't mean it's easy.

Effective account management also requires process rigor. If you're struggling to expand your presence in key accounts, have you:

- ESTABLISHED A MODEL FOR INTRODUCING CUSTOMERS TO NEW LINES OF BUSINESS?**
- DEFINED YOUR CUSTOMER SEGMENTS?**
- MAPPED YOUR CUSTOMER SEGMENTS TO SPECIFIC RESOURCING LEVELS?**
- DEFINED WHAT SUCCESS LOOKS LIKE FOR ACCOUNT MANAGERS?**
- PUT THE RIGHT PEOPLE IN THE RIGHT ROLES?**



IF YOU ANSWERED “NO” TO ANY OF THESE QUESTIONS...

Check out our insights for additional ways to achieve sustained **sales effectiveness**.

And, to learn more about how we can help your sales teams exceed their potential, **get in touch**.

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