



Achieving radical and sustainable improvement in top line performance

Here We Go Again: Selling in Uncertain Times



Your Sales Organization Has Never Been So Important

February, 2013

The Challenge:

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With the current slowdown and possible threat of another recession in our economy, perspective business customers are once again curtailing their spending plans and increasingly scrutinizing all expenditures, especially new ones. In addition, perspective customers continue to demand a growing level of financial rigor from vendors asking for proof that the product or service offering adds quantified value. Slowing markets inevitably means



"The key to competing and surviving against Wal-Mart is to focus your business into a niche or pocket where you can leverage your strengths in the local marketplace."
...Michael Bergdahl



"Seek the truth, or eventually someone will tell it to you."
...Unknown



"It is a mistake to think that moving fast is the same as actually going somewhere."
...Steve Goodier



"Our industry has invested so much money in technology that perhaps it's time to invest in talent, in people."
...Christiane Amanpour

an increase in competitive intensity. Unless you want your company to be known as a deep discount, low cost provider (tough to do unless you are Walmart or Target), your sales force better be prepared to justify your premium price.

The smartest way to maintain control is with a fine tuned sales organization. Despite recommendations to the contrary, a recent research study of over 2,500 sales organizations found that most cut back on investments in their sales teams during 2011-2012. Budgets were cut for sales training, lead generation and sales force automation tools. Conversely, almost all of these same companies reported raising sales quotas year after year...a paradox.

This strategy of growing the top line without investing in the sales organization is a failed strategy. A turn around in the economy to hopefully accelerate a company's revenue growth leads to results that fall short of strategic competitors that continue to invest in their sales organizations and grow faster than the market. Many organizations have now come to the conclusion that it is now time to invest in one of the most valuable resources, their sales force.

Where to Start:

We have always been advocates of a top down approach to increasing sales effectiveness. We call this "building the sales engine" and it begins with three levels of thinking and doing:

- Level 1 - Sales Strategy
- Level 2 - Sales Process
- Level 3 - Sales Skills & Knowledge

For an in-depth discussion, go to <http://www.kappaeast.com/sales.asp>.

So What?

Sales force optimization has never been more important than it is today and requires a commitment by the leaders of the company to invest in an area that may have been recently neglected. The return on investment is clear, quantifiable and sustainable resulting in more deals, bigger deals, shorter sales cycles and better hit rates.

If you have any questions or comments, please don't hesitate to reach out to us at 973-720-0020 or send



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