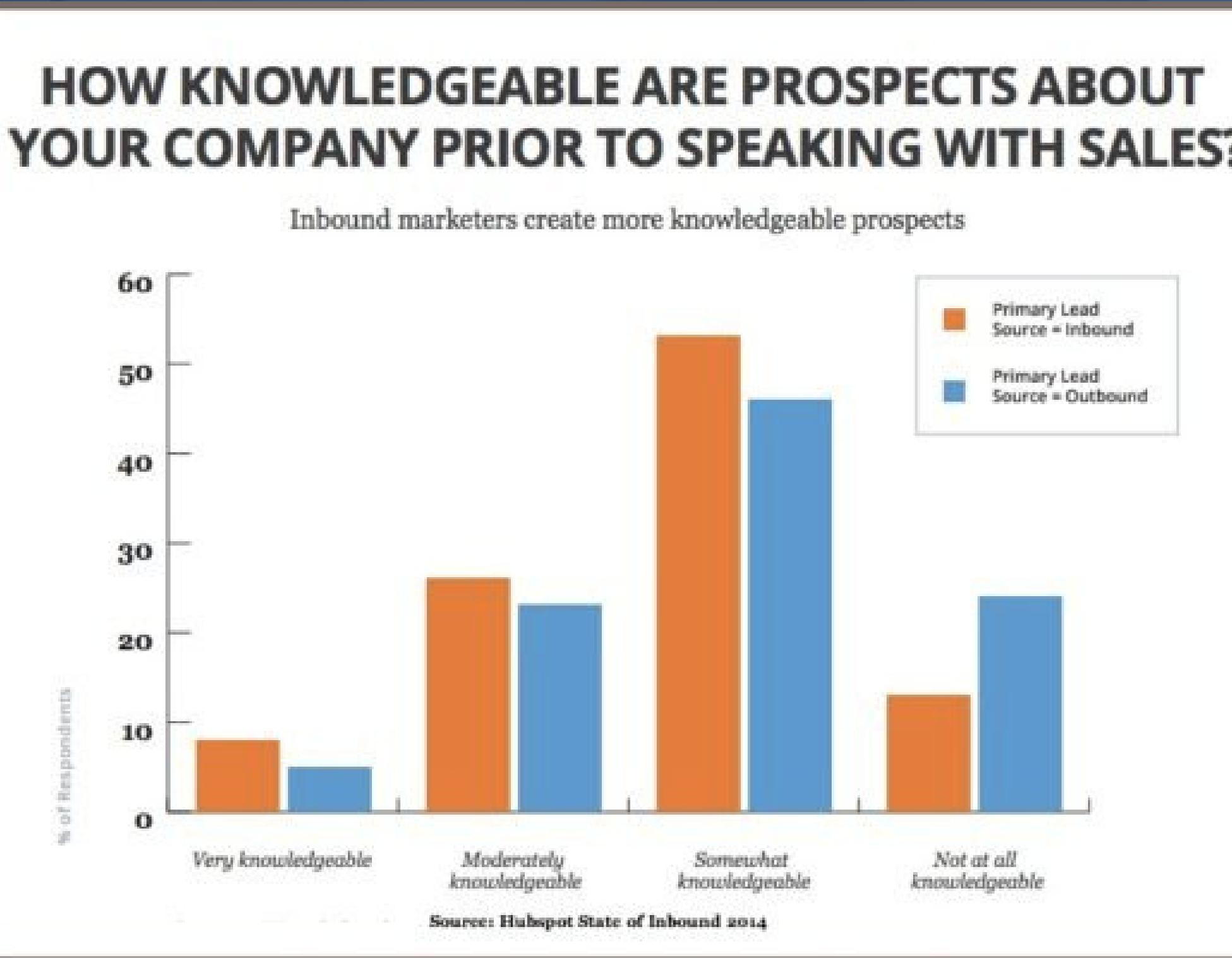


A photograph of a professional meeting. In the foreground, a person's hands are visible; one hand holds a black pen, and the other points at a laptop screen displaying a pie chart. Other people are partially visible in the background, engaged in conversation. The overall atmosphere is focused and collaborative.

THE TOP 5 SALES CHALLENGES IN 2021

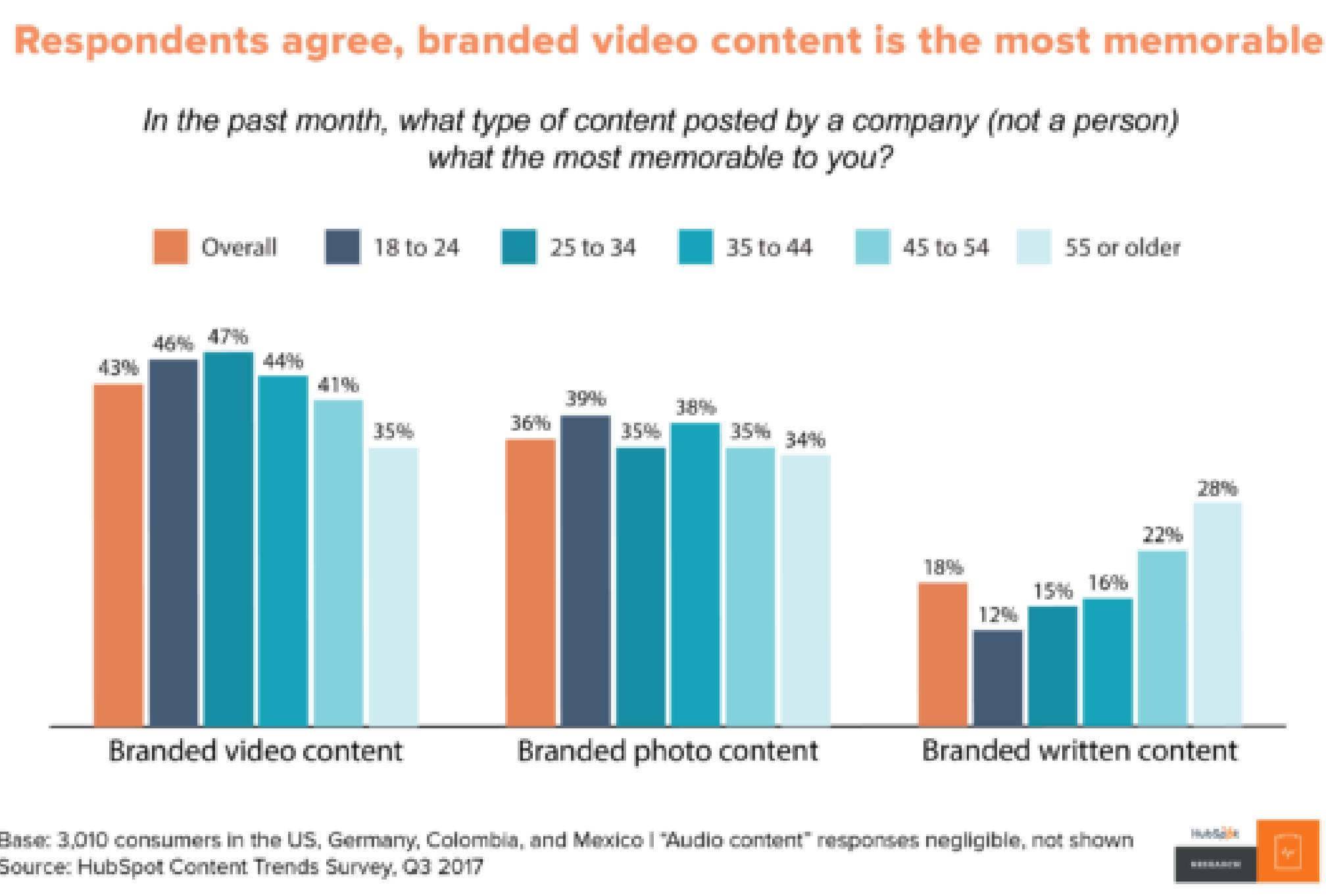
CREATING A PIPELINE OF LEADS



SALESPEOPLE MUST LEARN HOW TO PROPERLY EDUCATE THEIR POTENTIAL BUYERS THROUGHOUT THE SALE PROCESS. DEPLOYING CREATING AND ENGAGING FOLLOW-UP TECHNIQUES WILL HELP THEM ACHIEVE THIS.

LEVERAGE BLOGS, ARTICLES, VIDEOS AND OTHER ENTERTAINING AND EDUCATIONAL CONTENT TO INFORM YOUR BUYER AND CREATE URGENCY.

GETTING THE ATTENTION OF BUYERS



WHEN IT COMES TO GETTING ATTENTION, NOTHING IS MORE EFFECTIVE THAN VIDEO.

SALESPEOPLE CAN USE VIDEO WITHIN TEXT MESSAGING, EMAILS AND NEARLY EVERY SOCIAL MEDIA PLATFORM TO PROVIDE POTENTIAL CLIENTS WITH ENGAGING CONTENT THAT GENERATES INTEREST.

STANDING OUT FROM THE CROWD

WHILE MOST SALESPeOPLE RELY PRIMARILy ON USING PHONE CALLS, LINKEDIN MESSAGES AND EMAIL TO COMMUNICATE WITH PROSPECTS, TOP PERFORMING SALESPeOPLE USE ALTERNATIVE WAYS OF COMMUNICATING WITH PROSPECTS AND DIFFERENTIATING THEMSELVES FROM THE REST OF THE MARKET.



RETAINING CLIENTS & REDUCING CHURN

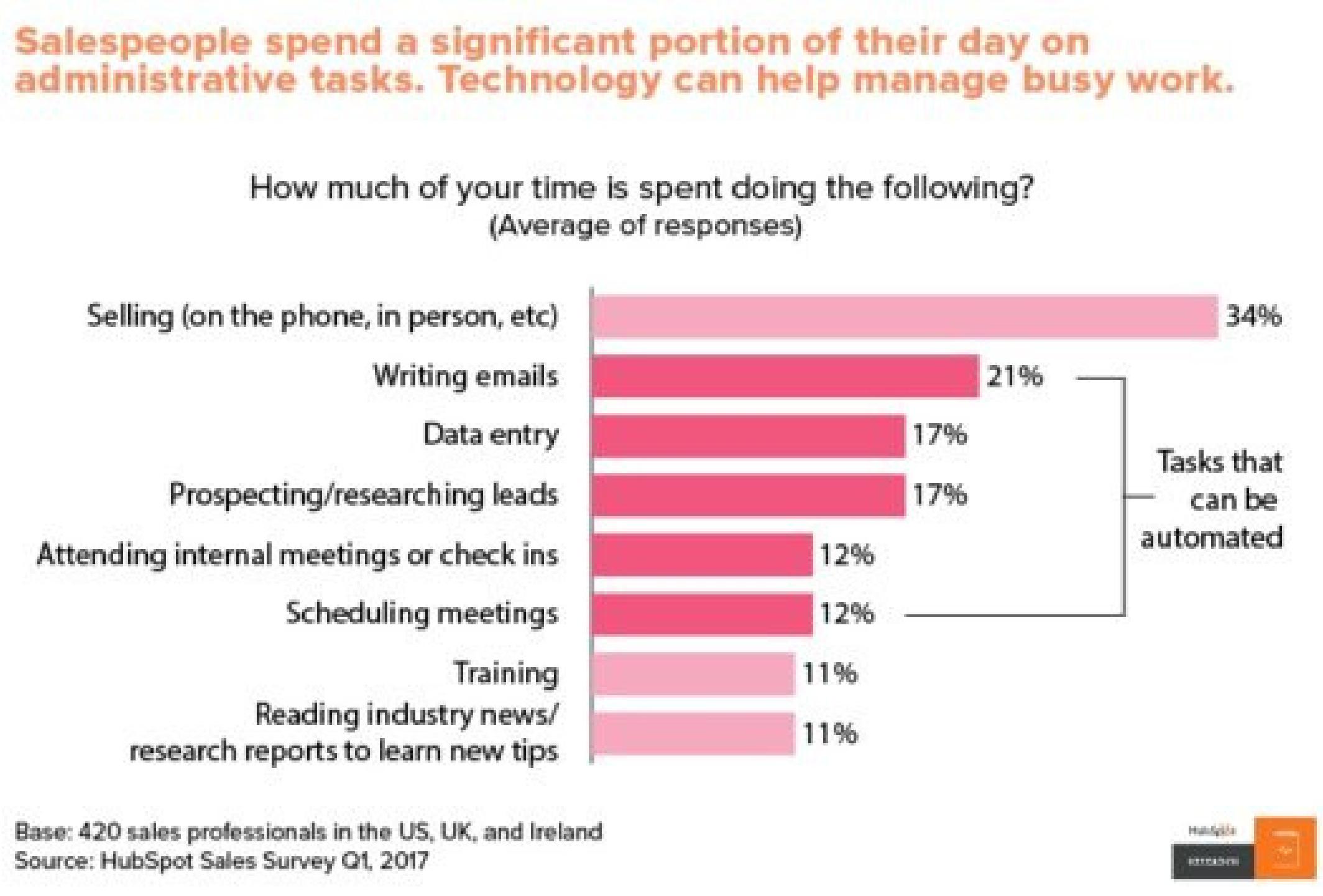


THE HARD WORK OF KEEPING A CUSTOMER BEGINS
THE MOMENT A DEAL IS CLOSED.

SALESPEOPLE CAN RELY ON CREATIVE FOLLOW-UP
METHODS TO CONTINUE NURTURING RELATIONSHIPS
WITH CLIENTS AND KEEP THEM ENGAGED.

THE DRAW TO LOWER PRICES, ALTERNATIVE
PRODUCTS AND NEWER SOLUTIONS CAN BE OFFSET BY
MAINTAINING GENUINE CUSTOMER RELATIONSHIPS.

STAYING MOTIVATED



TRUE MOTIVATION IS THE DIRECT RESULT OF CONSISTENT AND FREQUENT ACTIVITY - AND IS USUALLY NOT FOUND IN INDIVIDUALS WHO HAVE NOT DEVELOPED THE DISCIPLINE TO DO THE THINGS THEY DON'T WANT TO DO.

TRAINING AND COACHING CAN HELP SALESPEOPLE DEVELOP DISCIPLINE AND YIELD MOTIVATING RESULTS.



SO, HOW DO BUSINESSES
SOLVE THESE CHALLENGES?

PIPELINES & QUALITY LEADS



SALESPEOPLE SHOULD BE ENCOURAGED TO ACT AS AN 'ARM' OF A COMPANY'S MARKETING DEPARTMENT IN AN EFFORT TO GENERATE AWARENESS AND ENGAGEMENT WITH POTENTIAL CUSTOMERS BY DEPLOYING EDUCATIONAL AND ENTERTAINING FOLLOW-UP APPROACHES.

HOW?: SALESPEOPLE CAN SEND LINKS, VIDEOS, ARTICLES, BLOGS AND OTHER FORMS OF CONTENT AS THE REASON FOR REACHING OUT TO PROSPECTS.

GETTING ATTENTION

STOP DOING WHAT EVERYONE ELSE IS DOING.

STOP

LENGTHY LINKEDIN MESSAGES

STOP

GENERIC EMAILS & VOICEMAILS

STOP

'CHECKING IN' & 'REACHING OUT'

START

THINKING OUTSIDE THE 'BOX'

STANDING APART

SIMPLE, START DOING WHAT NO ONE ELSE IS DOING.

RETAINING CLIENTS

PUT SERVICE FIRST AND REVENUE SECOND.



THE MAJORITY OF SALESPEOPLE
VALUE MONEY AND COMMISSIONS
ABOVE THE PEOPLE THEY SERVE.



THE BEST SALESPEOPLE UNDERSTAND
THAT THEIR INCOME COMES FROM
THE RELATIONSHIPS THEY NURTURE

STAYING MOTIVATED

DISCIPLINE FIRST, MOTIVATION SECOND

GOALS & TARGETS: 'WHERE DO WE WANT TO GO?'

PROPERLY COMMUNICATING EXPECTATIONS: 'WHAT DO WE NEED TO DO
AND WHO IS RESPONSIBLE FOR DOING IT?'

ACCOUNTABILITY & CONSEQUENCES: 'WHAT HAPPENS IF WE DON'T DO
WHAT WE NEED TO DO?'

**WHEN RESULTS MATTER,
PROPER TRAINING MATTERS.**

**STUPAR
SALES ACADEMY
2.0**

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CONTACT US TODAY TO SCHEDULE
A FREE SALES ANALYSIS