



Finish Strong, Start Stronger: Year-End Sales Strategies for Salespeople and Sales Leaders

Description

As the end of the year approaches, many sales professionals start to wind down. But top performers know the truth: December is one of the most important months of the year.

Not only is it your final chance to impact your current numbers but it's also the moment where you set the tone for the new year. If you want to build momentum, now is the time to put the pedal to the metal, not slow down.

Whether you're a salesperson looking to get a jump on Q1 or a sales leader preparing your team for a powerful new start, here are some year-end sales strategies to prioritize now so you can finish strong and start even stronger.

For Salespeople: Analyze, Focus and Keep that Pedal Down

A lot of people go quiet during the holidays, but you don't have to be one of them.

Your competitors might be slowing down, which just gives you an edge. Many of your prospects are wrapping up budgets and planning for the new year, and they may be more open to conversations than you think.

Even if they're not ready to commit in December, booking January appointments now ensures you're not starting from zero when the calendar flips.

More activity = better results.

But [don't do activities just to do them](#). Use this time effectively and efficiently by:

1. Working Your Numbers

Take a clear look at your year-to-date performance. Break it down by category and ask yourself:

- How much revenue came from repeat business, upselling or cross-selling?
- How much was net new?
- What was your close ratio?
- What was the average size of accounts you brought in?

These insights aren't just interesting – they're directional. They'll tell you where your biggest opportunities lie.

2. Doing a Stop/Start/Continue Analysis

Now that you've reviewed your performance, it's also time to [evaluate your sales activities](#). Ask yourself:

- What should I STOP doing that hasn't been working or cost me time?
- What should I START doing to increase effectiveness?
- What should I CONTINUE doing that's driving results?

This simple framework will help you walk into Q1 with clarity and confidence.

Bonus: Here are [a few more questions](#) to ask yourself right now to help you determine what to start, stop and continue as the year comes to a close.

3. Building Your January Pipeline Now

Even if people aren't ready to buy this month, they are starting to plan ahead. It's a great time to:

- Reconnect with older prospects
- Touch base with dormant accounts
- Ask for referrals
- Follow up on proposals

If you fill your January calendar with calls and demos now, you won't waste time getting back into the groove after the new year.

4. Identifying Your Triage Areas

What do you need to improve to hit your number next year? Pick three key focus areas that will have the biggest impact. These might include:

- Prospecting consistency
- Asking stronger discovery questions
- Following up faster
- Managing your time better

Once you identify them, you can start fixing them. And starting strong creates a wave of momentum – it's so much easier to begin strong and ride the wave than to try to dig yourself out of a slow Q1.

For Sales Leaders: Coach, Plan and Energize

Your job is to do everything listed above – not just for yourself, but for your team. This is a critical coaching moment. Don't waste it!

First, download our free year-end checklist to make sure you dot every i, cross every t and are comprehensive in your approach as the year comes to a close: [Sales Leader Year-End Checklist](#)

Then, maximize this time by:

1. Conducting a Year-End Review

Run every member of your team through a structured year-end review, and help each person:

- Analyze their year using the same “work your numbers” approach
- Conduct their own stop/start/continue analysis
- Identify their personal “triage” areas

2. Building a Developmental Plan for Every Rep

Don't just ask your team to improve – help them do it.

Set a clear plan for coaching, training and development in the new year. Identify where each rep needs to grow by determining their triage areas, then figure out how you'll support them.

A few great reads to guide this process:

- [End-of-Year Triage for Successful Sales Leaders](#)
- [Why Sales Training Matters](#)
- [The Five Key Touchpoints That Drive Sales Performance](#)

3. Recognizing and Reenergizing

Now is a great time to recognize effort, celebrate wins and reinforce a culture of performance and appreciation.

Even if goals weren't hit, find what was achieved. This might include persistence, teamwork, new skills or progress against goals. Reward and reinforce the behaviors you want to see more of next year.

4. Planning a High-Impact Sales Kickoff (SKO)

Kick off the new year with energy, clarity and connection by holding a Sales Kickoff (SKO).

SKOs are a great time to get everyone on the same page with clear Q1 goals, share the vision for the year ahead and reignite motivation.

Read more: [What is a Sales Kickoff and Why It Matters](#)

Planning an SKO to kick off the new year? We can help! [BDU's CEO Lisa Peskin](#) is a dynamic presenter who brings real-life experience and motivation to every meeting. [Contact us](#) to find out how you can book Lisa to deliver a high-energy keynote presentation that will leave your

team focused and fired up!

Frequently Asked Questions

Q1: Should I still prospect in December?

Absolutely! Even if deals won't close now, you're filling your January pipeline. That alone gives you a great head start.

Q2: How should I assess my sales year?

Break it down and look at key metrics, including net new vs. repeat business, close rates, deal sizes and activity consistency. Use that data to make decisions for next year.

Q3: What's a good way to reset my approach?

Use the stop/start/continue method to reflect on your current habits. Then, choose three "triage" areas where you'll focus in Q1 for improvement.

Q4: How can sales leaders best prepare their teams for Q1?

Walk each team member through a year-end review, build personalized development plans and host a strong SKO to help jump start the new year.

Final Thought: Don't Just Coast. Set the Pace Now.

December isn't just about ending the year. It's about launching into the new one with momentum and clarity.

- **Salespeople:** Analyze your past performance, build your January calendar and commit to your triage focus areas.
- **Sales leaders:** Review your team's past year, plan their development, recognize their progress and get them excited for what's ahead.

Ready to Finish Strong and Start Even Stronger?

Let's make sure you (or your team) launch into the new year with purpose! [Contact us to schedule a personalized planning session or explore how we can support your goals in the new year.](#)

Whether you need one-on-one coaching, customized group sales training or a great speaker for your SKO, we're here to help you build momentum that lasts!

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Author

lisa-peskin

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