



For 2023 Sales Success, Do You Need to do MORE or do BETTER?

Description

If your 2022 activities didn't yield the results you desired, it's time to determine if you should start doing MORE or if you need to look for ways to do BETTER.

It's the beginning of a new year, and with it comes a fresh start to set yourself up for sales success. If you haven't already, take some time to reflect on your 2022 [activities and results](#) to determine what you should continue to do into 2023, as well as your areas of opportunity for the year ahead.

Did your 2022 activities yield the results you anticipated or desired? If not, consider:

1. **Doing MORE** ??? Sales is truly a numbers game. A certain number of prospecting touches, such as calls and emails, will generate you a certain number of net new appointments. So many meetings with Centers of Influence (COIs) will lead to so many new connections and referrals, ultimately leading to more appointments and more sales. If you are already making ten calls a day but are not generating enough appointments, for example, you might need to try making fifteen calls a day. For sales success this year, start by simply doing more of the right activities.
2. **Doing BETTER** ??? Are your activity levels already up but you're still not seeing results? Perhaps you're not performing these activities properly to yield your desired outcome. For example, if you're already taking a lot of meetings with COIs but not getting referrals, determine why. Perhaps you need to do more homework on the front end, find better opportunities to ask for the referral or clarify the types of people you're looking to connect with so they have a better idea of who good introductions for you would be.

A new year is the perfect time to reevaluate your past efforts, learn from your results and make a game plan for sales success moving forward!

Download our free [Goal Tracking Form](#) in our BDUtensils library now to map out your activities, track your progress against your goals and clearly determine what's working and what's not over the next 30, 60 and 90 days.

Need more assistance determining your areas of opportunity for 2023? We can help! Kick off the new year by [contacting us](#) to learn more about how BDU's sales and sales management coaching,

training and consulting services have helped thousands of individuals and companies achieve next-level success.

Category

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