



## CEOs Say THIS Is Their Number One Business Priority for 2018

### Description

[CEO Think Tank](#) recently published the findings of their [12<sup>th</sup> annual growth strategies survey](#), data compiled from businesses in and around the Greater Philadelphia area, and what we've learned from the results isn't the least bit surprising.

According to the CEOs surveyed, 40% say "increasing revenues" is their top priority for the year. It appears they're facing the same challenges as every business person, and this hasn't changed from last year's data. Nearly 50% cited this as their number one focus for 2017.

In addition, "improving sales performance" was in their top five key areas for improvement in the new year.

### What You Can Do

It's important for business owners, CEOs and sales leaders to prioritize their focus on increasing revenue and boosting the performance of their sales team. However, most companies and organizations are just not doing everything they can in order to maximize efforts and help their sales associates be as successful as possible. Are you?

**Here are just a few ways you can boost your efforts and work towards increasing your revenue and improving sales performance:**

- **Sales and Sales Management Training** It's important that your team members, from sales leaders to associates, have the tools they need for success. Ongoing training sessions allow them to learn, develop and fine-tune the important sales and management skills necessary to consistently hit and exceed their goals.  
**How BDU can help:** We offer both [public](#) and [private](#), customizable training for every member of your sales team, covering topics such as networking and prospecting, objection handling, goal and plan setting and more. For more information, or to register, visit us on [Eventbrite](#).
- **Outsource your Sales Management** There is just not enough time in the day to do it all. Outsourcing your sales management allows an experienced sales manager to mentor and develop your team, leaving you more time to focus on running your business.

**How BDU can help:** The goal of BDU's [Outsourced Sales Management](#) service is to increase your top line as we work with your sales associates and executive staff to review reports and develop action plans, perform a sales analysis to refine strategies, gain additional training and reinforcement where needed and more. [Learn more](#) or [contact us](#) to discuss how we can assist you and your sales team.

- **Hire a Coach or Consultant** Bringing someone in from the outside can help you gain a new perspective on areas that may need improvement. An outside coach or consultant can also assist you with analyzing key metrics, developing training programs and creating game plans for increasing your top line.

**How BDU can help:** BDU offers [one-on-one coaching](#) services for corporations, small business and professionals to help you truly maximize your potential and results. We also offer [consulting](#) services to help individuals and companies systematically analyze their business and structure key aspects of organizations to ensure repeatable and dependable results. Learn more about our [coaching](#) or [consulting](#) services, or [contact us](#) for more information about how we can help you increase your revenue in 2018.

**About BDU:** Business Development University (BDU) is a sales training, coaching and consulting firm dedicated to driving results and value. Offering a comprehensive approach to sales and business development, we bring our clients customized solutions that boost revenue and improve the bottom line. Our proven methods, high energy, interactive trainings and effective coaching sessions have created extraordinary success stories for our clients. [Contact us to start creating your own unique success story.](#)

**About CEO Think Tank:** It's common for CEOs and high-level executives to struggle with different aspects of developing their business and finding time to tackle their top priorities. CEO Think Tank assists in guiding these professionals by helping to identifying where their challenges might lie and providing tools for profitability, growth and development. For more information, please visit [CEOThinkTank.com](#).

Interested in viewing CEO Think Tank's entire growth strategies survey? [Access the full report.](#)

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