



## Want to End the Year Strong? Do These Three Things Right Now

### Description

With the summer months quickly coming to an end and the fall season right around the corner, now is the time to make sure you're not only hitting but exceeding the goals you set for 2017. There are only a few short months left until a new year begins, so you need to make sure you're preparing yourself or your sales team for a great end of year.

***Here are the three things you can do right now to set yourself up for a strong finish to 2017 and a great start to 2018:***

1. **Rework your numbers and goals.** Take a look at the goals you previously set and rework your numbers to make sure that you know exactly what your sales should be each month in order to hit your goals. Not only should you figure out what you need to sell but also what kind of activities you need to be doing in order to get those sales.
2. **Take a look at your close ratio.** If the close ratio for your B2B sales is less than 30%, your sales process might need some tweaking. Now is the time to figure out what you should be doing differently to exceed your current numbers.
3. **Make sure you're holding yourself, and your sales team, accountable.** Are you following through with steps you've set to meet goals? Are you managing a team, and, if so, are you holding them accountable as well? Reevaluate the activity and results goals that have been set for you or your team to make sure everyone is following through.

***Need additional assistance for a strong close to 2017? BDU can help!***

**BDU's Key Metrics and Numbers** will help you to analyze your business and numbers so that you can set better goals and achieve more sales. [Download this BDUtensil](#), and other tools, for free.

We also offer a variety of services to aid your business and boost your sales team. Contact us today to find out more about our [Outsourced Sales Management](#), [Consulting](#) and [One-on-One Coaching](#) services.

### Category

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