



## Embracing Kaizen in the New Year: Continuous Improvement in Sales

### Description

As we begin a brand-new year, it's the perfect opportunity to reflect on the year that's passed, reassess our strategies and set ourselves up for even greater success. At Business Development University (BDU), we believe in the power of **Kaizen**, a Japanese philosophy centered on continuous improvement. By embracing Kaizen and consistently reevaluating what's working and what isn't, we can set ourselves up to not only meet but exceed our goals year after year.

Want to learn some actionable ways you can incorporate Kaizen into your sales game plan this year? Keep reading!

***And if you need some help, don't forget that we're here as a resource for you! Just [contact us](#) to set up a time to discuss.***

#### Look Behind Before You Plan Ahead

If you haven't already, the best place to start is by taking a deep dive into your numbers from last year. This information will provide you with valuable insight into what's driving your success, including:

- **Close Ratios:** Figure out what percentage of your leads turned into sales last year.
- **Revenue Breakdown:** Analyze sales by revenue levels and determine which types of deals brought the biggest returns.
- **Source of Business:** Break down your repeat customers, additional sales you landed from existing clients and net-new business you brought in.
- **Key Initiatives:** Review your ROI from any major projects, campaigns or strategies you implemented last year.

Use this information to identify trends and opportunities for improvement this year. Where were you most successful, and what might you need to switch up this year for better results?

#### Re-Evaluate Your Sales Equation

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Sales is a numbers game but it's also about having the *right* numbers. Here are a few key questions to ask yourself:

- **Activity Goals:** Were you making enough calls, sending enough emails or scheduling enough meetings to hit your targets?
- **Result Goals:** Did your results align with your efforts? If not, identify where any adjustments may be needed this year.
- **Missed Goals:** Why weren't certain targets met? Was it a lack of resources, unrealistic expectations or something else?

Once you've pinpointed any gaps, you can then tweak your sales [activities and results goals](#) to stay on track this year. Which brings us to!

#### The Stop-Start-Continue Approach

One of the best tools for continuous improvement is to perform a **Stop-Start-Continue** analysis on last year's activities. Here's how:

1. **Stop:** Identify which activities, processes or strategies didn't deliver results last year, and be honest! Eliminating any unproductive efforts will free up time and resources for activities that will yield better outcomes.
2. **Start:** Based on your findings, determine what new initiatives you should implement this year. Perhaps it's time to put a stronger focus on prospecting and filling your pipeline or reconnecting with past clients to uncover future opportunities.
3. **Continue:** Pinpoint what worked really well for you last year. This year, plan to double down on those successful activities that drove the best results.

Taking a higher-level view ensures you focus your energy on strategies that align with your goals. Deciding what to stop, what to start and what to continue will help you not only achieve but surpass them.

#### Extra Tips for a Strong Start This Year

Here are a few more tips to ensure your year begins with momentum:

- **Focus on Quality:** [Quantity matters](#), of course, but don't overlook the importance of high-quality interactions with your prospects, clients and COIs (centers of influence).
- **Revisit Your Ideal Client Profile:** Has your target market shifted? Adjust your messaging and approach as needed.
- **Leverage Resources:** Utilize tools, like the free downloadable ones in our [BDUtensils library](#), to help you track your progress and stay organized.
- **Stay Accountable:** Regularly check in on your progress to ensure you continue to be aligned with your goals and can make adjustments as needed.

## Make This Year Your Best One Yet

Kaizen reminds us that success isn't about making one big change. Instead, it's about consistently improving one small step at a time. By reflecting on the past, re-calibrating your efforts and recommitting to continuous improvement, you can achieve (and surpass) your sales goals this year!

***At BDU, we love to help you kick off the new year on the right foot! Contact us to set up a brief time to talk and we can provide you with some ideas for sales or leadership success free of charge and with no obligation. We look forward to hearing from you!***

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**Here's to a year of growth, improvement and success!**

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