

Welcome to May

Featured this month: Overcoming Missing Sales Targets | Gaining The Digital Edge | Communicating & Effective Conversations | Pipeline Management Training

Learn, adapt and overcome some of the common challenges in B2B sales this month using our tailored resources!

From identifying the common challenges causing B2B sales professionals to miss their targets, to revealing strategies on how you can move forward and win more sales.

There are lots of insightful resources and reading material this month to help accelerate and develop your B2B sales skills.



Missing B2B Sales Targets: Strategies for Success

Many B2B sellers face challenges that prevent them from meeting their targets. The reasons can range from inadequate lead generation and qualification to broader market disruptions. The first step to increasing your numbers is to understand what challenges are blocking you from achieving them. This article delves into the common causes and strategies for B2B sales professionals and their organisations to work together, adapt and overcome these challenges.

Discover The Common Challenges in B2B Sales & How To Overcome Them!



The Digital Edge in B2B Sales

While many sellers may initially gravitate towards social media when considering digital skills, it's imperative to broaden our perspective and recognise the broader spectrum of digital competencies that are crucial for sustained success.

From content marketing, email marketing, SEO, CRM software, lead generation to name a few, it's important that professionals and organisations link up marketing and sales for success.

Let's delve into twelve essential digital skills every B2B seller should develop, accompanied by examples to illustrate their significance.

Essential Digital Skills Every B2B Seller & Organisation Should Adopt



How to Have More Effective Conversations

Last month we shared our video on ['How to Start Effective Conversations' with communications expert Chris Fenning](#). This month we are building on from this video with an article on conversation frameworks and communication strategies which you can use and apply to everyday life.

This article delves into practical advice for B2B sales professionals looking to enhance their conversational prowess in the workplace. By adopting these strategies, sales teams can expect to see improved engagement with clients, a deeper understanding of their needs, and ultimately, a positive impact on sales outcomes.

Learn about Conversation Frameworks & Communication Strategies to Improve Your B2B Sales



Sales Pipeline Management Training with Firechief Global

Earlier this month we hosted our sales pipeline management training with the team at [Firechief Global](#). This full interactive day brought Firechief's mix of customer-oriented teams together to identify ways to track, measure, correct and improve their sales pipeline and build a consistent language across the business.

Funnel vision the board game helped the team see just what sales pipeline management is and showed them through interactive and engaging gameplay the impact and consequences of their choices and activities. It demonstrated the value of customer management, prospecting and prioritising the right sales opportunities.

Thank you Firechief Global for choosing to train with us. As always, it's great to work with B2B sellers and help them develop and adapt to the ever-changing landscape of B2B sales.

Learn more about our Sales Pipeline Management Training



Join the conversation

