

Sales Strategy in 2023.

Insights from Top Sales Leaders.

Check out the latest insights from Magnify's Roundtable in January on how top leaders are tackling this year's sales landscape. From navigating challenges to seizing opportunities, these insights will help you stay on top of your game. Don't miss out!



Navigating the ICP Landscape

A common focus to create a killer sales strategy is getting qualitative and quantitative insights on their ICP. In this way, all participants can develop a tailored approach for High, Medium, and Low value accounts.



Inbound vs Outbound Sales: How to Prioritise High-Value Leads and Accounts

A big topic of discussion was also how businesses can prioritise leads and accounts with the highest value and potential. Therefore, sales leaders are looking for a data-driven way to make sure that they are not fishing in a lake with not the right fishes and they can maximise their return on investment.



Creating a No/Low Touch Flow For Low Value Prospects

To streamline their sales efforts and increase efficiency, sales leaders are turning to technology rather than relying solely on personal selling. By implementing a low-touch approach for low-value prospects, they remove a lot of time spent on these accounts by their Salesforce.



Creating and Sustaining High-Performing Sales Teams

Sales leaders are seeking ways to improve their teams' agility and adaptability in different markets and industries. Some are shifting focus to enterprise sales and larger prospects, while others are building operations teams for sales to increase productivity and focus on specific accounts.



Maximising Revenue through Pricing Strategy

What is the real value of your product? Pricing is also a strategy to increase revenue while still maintaining customers. Therefore getting insights on the real value of the product is of utmost importance to secure revenue growth.

Join our next round table.

Join the waiting list