

Sales Strategy in 2023.

# *Insights* from Top Sales Leaders.

Check out the latest insights from Magnify's Roundtable 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!

## Short-term vs Long-term Investments

How to manage the challenge of long term investment to build, for example, a profitable indirect channel with the short term pressure of reaching challenging targets today? When working in a fast-paced, high pressure environment, it's sometimes hard not to get caught in the moment. Realise that it sometimes pays off more when you slow down and invest your time and energy in a long term strategy.

## Valuable Partnership Strategies

Choose your partners wisely. Collaborating with the right partner can help you grow massively. It lowers your cost of acquisition and can increase your market coverage significantly. But be careful that you stay in the lead. Don't hand over all the control and rely too much on partners to reach your growth goals. Balancing your Routes to Market is key!

## Learn From Your Existing Customers

How did we generate this lead? Entering the sales funnel one way does not always mean that that was the trigger for them to take action. In this case, data does not always show you all you need to know. What does? Your customer! Sit down, connect, ask and learn. Only then you can find their real motivation.

## Smart Testing Equals To Smart Growth

When deciding on growing into new markets, verticals, or countries, test your case smartly. Running a test with one person and one approach does not bring you reliable results. N=1! Even if you have limited resources, always bet on at least two horses. Decide upfront what you want to learn and set a specific goal and end date. Evaluate, compare and build your smart strategy on that.

## Keep It Simple And Clear

Don't steer away from the core Unique Selling Points (USPs) of your product. Understand that for your Ideal Customer Profile (ICP), your product or service is a way to reach the goal, not the goal itself. So focus on how to solve their pain points instead of getting lost in the details.

## Don't Make Generalisations

Understand that you can have different ICP's with different challenges. Especially when you don't have a static product or service. It's ok to create more than one customer journeys to fit your multiple ICP's needs. It will higher your win rate and increase your productivity if you match the right ICP to the right Customer Journey. When it comes to matching your product with your prospects, there's no one size fits all solution.

### *Participants.*

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