

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!



Cautious with hiring & expanding to new markets.

Due to macroeconomic pressures and changes in customer spending habits, sales leaders want to ensure that they have the resources and stability to weather any potential challenges or risks and continue to drive growth.



Putting sales productivity at the forefront.

Sales leaders are already taking actions to improve the efficiency and the effectiveness of their current sales force through the help of tech & data and by removing all operational work from their day-to-day work.

Workshop participants aim to improve sales force productivity by **20%-60%** in 2023.



Overcoming barriers to effective SDRs and AEs collaboration.

The main identified causes are: misalignment of incentives, miscommunication and coordination issues.



Growing their business through cross-selling and upselling.

Of course new business is always in the plan. But where cross and upsells were a bit sidelined, are now key focus.



On the hunt for selecting smarter tools to map out their market.

For almost all participants, finding the most profitable prospects or resellers in an ocean of opportunities is a difficult task. To solve it, some organisations are buying a lot of data to reach these accounts, while others are looking for a tech solution to guide them taking the right actions.

Participants.

