

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!

New logos vs existing business

While striving for rapid growth, it's tempting to focus on new accounts. However, it's important not to forget about existing customers. Expanding your business from within is an easy way to drive growth. To do this, gaining a strong understanding of the share of wallet per customer is a critical first step.

The pitfalls of Product-Led-Growth

While many companies see a PLG strategy as the holy grail, it also carries risks. One major risk is losing control over who your customers are and whether they're a good long-term fit. Additionally, it can lead to complacency - will your sales team be prepared to ramp up the outbound motion as soon the inbound stream slows down?

International expansion: Centralised vs. Decentralised

When expanding your business across borders, it's important to consider whether you want to establish a physical presence in the new country or continue operating from your current office. However, there's no one-size-fits-all answer to which option is best as it largely depends on the specific country you're expanding to. France? Set up an office. Benelux? No need!



What about the SDRs?

It's important to be critical and evaluate whether your business truly needs SDRs. The handover from SDRs to AEs can lead to friction in the sales process, so if possible, it's best to eliminate it. You can achieve this by relying on strong lead generation tactics or having your AEs source their own pipeline.

How to educate your prospects

When introducing a new solution to a traditional market, education is key. To do this effectively, you need to laser-focus on the problem your solution solves. If your audience doesn't yet understand your product, a deep understanding of their problem is the best way in. Additionally, make sure your marketing campaigns have a strong awareness focus.

Getting & keeping top sales talent

When it comes to hiring, it's important to never compromise on your core values, even under high pressure. Concessions will backfire eventually. When you do find the right candidate, it's essential to provide them with a clear and solid career path, especially the hungry junior sales reps. A career path doesn't always mean becoming a manager - you can also specialise. Ultimately, not everyone can be a manager, otherwise there will be nothing to manage!

Participants.

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