6 Quick Tips For Warmer Leads And Shortened Sales Cycles

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The Science Of Sales. Perfected.

Improve Your Sales Process From First Appointment To Closed Sale

The sales cycle is a messy process, and nearly every business-to-business (B2B) company has room to improve when it comes to sales.

Maybe your problem is that you don't have enough leads, or you might be struggling to get *quality* leads, or maybe your entire sales pipeline needs to be more robust. And, of course, every business wants a boost in its close rate.

No matter what you'd like to see improve in your sales process, these six quick tips are sure to help you generate more qualified leads and close more solid sales:

1 Record Your Time-To-Revenue

What gets measured gets improved, and with the B2B sales cycle being as long as it is, you need to start tracking exactly how long each sale takes, from initial cold call to final signature. Once you have **solid data on your sales process**, you're staged to start shortening your sales cycle and closing more deals.

2 Assess Your Team's Strengths

Take an inventory of **your internal sales team's capabilities and weaknesses**. Your team's different skills and experience levels need to be aligned to the various steps in your sales cycle, and your best sales people should be focused further down your sales funnel to ensure more closed sales.

3 Assign Team Members To Their Specific Niches

In order to see your revenue increase, assign your sales team members to different areas of your pipeline according to their strengths and specialties. Your most experienced sales people should focus on closing deals, and be sure to assign (or hire) specialists who concentrate on the front end of your sales cycle. In order to keep your sales pipeline full of qualified opportunities, you need **the right people assigned specifically to the niche of generating new leads for your business**.

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❹ Focus On Quality, Not Quantity

Imagine if your business had 100 new leads tomorrow, but none of them were qualified or interested in your business. They would all be a waste of time for you, right? Correct. That's why you should first focus on finding quality leads over any particular quantity of appointments, and your appointment setters should share the same approach. When you start by searching for quality leads, the quantity of those leads rises over time.

❺ Utilize Lead Nurturing

Not all leads are fully qualified once they enter your database, but once you have a lead, you should further qualify him or her through a lead nurturing campaign. Fewer, higher quality leads mean you work more effectively to close new deals, so nurture those leads by creating the right content that answers their questions and displays your expertise.

❻ Outsource When Needed

Outsourcing your appointment setting or entire sales force is always a viable option. Regardless of expense, an outsourced sales team relieves your business of many administrative costs and challenges. When you do the math, augmenting your sales cycle with the right front-end team reduces overall costs and risks.

Building a robust sales pipeline (and keeping it strong) requires constant attention, but these six tips should get you started toward more sales success – whether that's in generating more leads or collecting more finalized signatures.

Want more tips on improving your sales process?
Contact Invenio Solutions today to discover how Inveniology – the science of sales – benefits your business from initial lead generation to inside sales outsourcing.

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