

Unblock Your Sales Pipeline

**Ten reasons why your sales pipeline isn't
delivering consistent sales**

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Has your sales pipeline slowed and you want to increase revenue?

Even in a tight market, there are ways to grow a healthy pipeline that delivers consistent sales revenue – just like your sales pipeline should!

Here are the top 10 reasons why your sales pipeline isn't delivering consistent sales:

1. No sales plan

You've probably heard it said – failing to plan is planning to fail.

An inconsistent sales pipeline highlights the lack of a strategic sales plan, or the lack of your team following the plan. This leads to a drop in sales.

2. Low sales skills

To successfully follow a sales plan, your business needs:

- Strong sales skills to help order-takers become problem solvers.
- Clear sales messaging focused on the value you deliver.
- Disciplined follow up with the right person at the right time - and then boldly asking for the sale.

Selling in a tight market? Be sure to tell your customers how you mitigate risk.

3. Inadequate market intelligence

Identify gaps where your customers' needs are not currently being met.

Identify problems your customers will happily pay you to solve.

Now take action to create products and services that your customers want to buy.

4. Lack of product/market fit

It's hard work trying to sell to people who don't think they have a problem to solve, or who won't consider changing how they solve the problem.

The easiest way to get more consistency in your sales pipeline?

Pitch to the right people, at the right time, with the right product/service.

5. Wrong price point

Focus on selling the value of what you do, not just quick sales at low prices.

- Too cheap? You'll make a lot of sales, but lose out on profit.
- Too expensive? You'll have a healthy profit per individual sale, but won't make enough sales for your business to do well.

6. Your sales process is too 'old school'

If your sales process is too 'old school', you'll have deep relationships, but likely run out of time to build more relationships with new potential clients.

Incorporate social selling to connect with ideal clients, scale faster, and future-proof revenue as young decision-makers start to come through the ranks.

7. Shallow account management

If you only relate to one person, sales revenue becomes vulnerable when that person leaves the company.

Focus on deep account management to build relationship with several key decision-makers and influencers. This will grow referrals and repeat business.

8. Lack of proactive outbound sales

Lack of proactive outbound sales is a big risk in a tight market, where uncertain customers can be hesitant to make decisions.

Adjust your website and marketing messaging. Add proactive outbound sales to build trusted relationships that grow your sales revenue.

9. No sales process

Lack of sales process is a roadblock to sales growth. Signs that your business lacks sales process include:

- Little follow up, and no proven process to gain new clients or win back lost work.
- Losing a high percentage of work, especially high-value proposals.
- New sales hires take too long to ramp up and deliver on sales targets.

10. No CRM or sales tools

Selling without a CRM (Customer Relationship Management system) creates an invisible 'sales ceiling' that's hard to break through.

- Dirty data with wrong phone numbers and bounced emails.
- Missing follow up and opportunities – and missing easy sales.
- Inaccurate sales forecasts, no reporting or analysis.

A well-utilised CRM plus the right sales tools will enhance your data and processes. And you'll close more sales.

Are you interested to know how sales is *really* working in your business?

Visit the [Magnify website](#) to book in a conversation – and find out more about booking a [Sales Insight Audit](#).