

Build a world class B2B sales team

No matter how good your product is, or how hard you push it, if you don't have the best sales team, you're making it harder to reach your full revenue potential. Use this checklist to produce a world class B2B sales team that bring you amazing results whilst maintaining a standard of quality and professionalism.



Hire the right people

Confidence is key, but so is the ability to learn and grow. If they already think they're the best—they'll never become world class.



Encourage diversity

Your buyers will all be very different people – so you need a diverse sales team ready to combat that!



Lose the wrong people quickly

The biggest killers for a sales team are bad salespeople, and time. If they need to go – get it done sooner rather than later.



Get the best tools

If there's an accessible tool that helps sales come easier to your team – then use it!



Train your team thoroughly

A world class sales team needs a strong and sturdy process to constantly train your team, so don't cut corners.



Set the right targets

Give them targets they can put an actionable plan to and reflect their previous successes.



Sort your KPIs

Choose KPIs that delve into deeper detail about your team, so you can analyse process as well as results.



Be a team

You want to be a world class team? The clue is in the title. You need to be working as a unit, towards an overall, common goal.



Communicate

Always keep the door open to your team. The more communication, the harder they'll work.



Grow together

A world class team becomes world class together, and remains that way as one, sharing experiences and continuing to set the bar high.

At Lead Forensics, we're passionate about bringing a world class lead generation solution to B2B sales teams, by identifying your anonymous website traffic. Know which businesses are visiting, along with contact information for key decision makers and further detail about their user journey.

Book your
**free demo and
trial today!**

GET STARTED