

# why is your sales team underperforming?

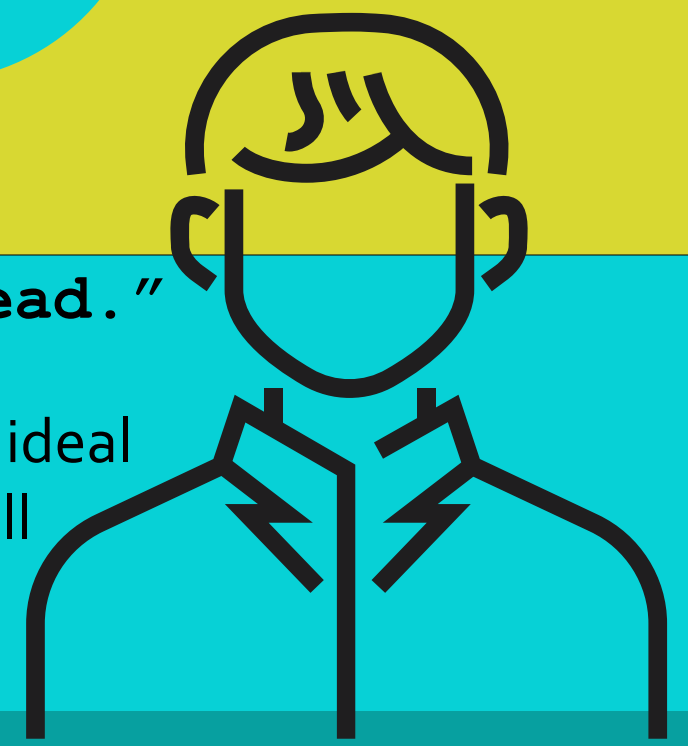
Missed quotas. Leads that drag on for months. It happens to every sales team - the dreaded bad quarter. But if your team has had too many playbacks, it's time to reevaluate performance before cycling out the bottom 20%.

Have you heard any of these from your sales reps recently?



**"We didn't know we were supposed to..."**

Your sales reps are untrained and lack structure. When sales reps don't know enough, it shows in their performance.



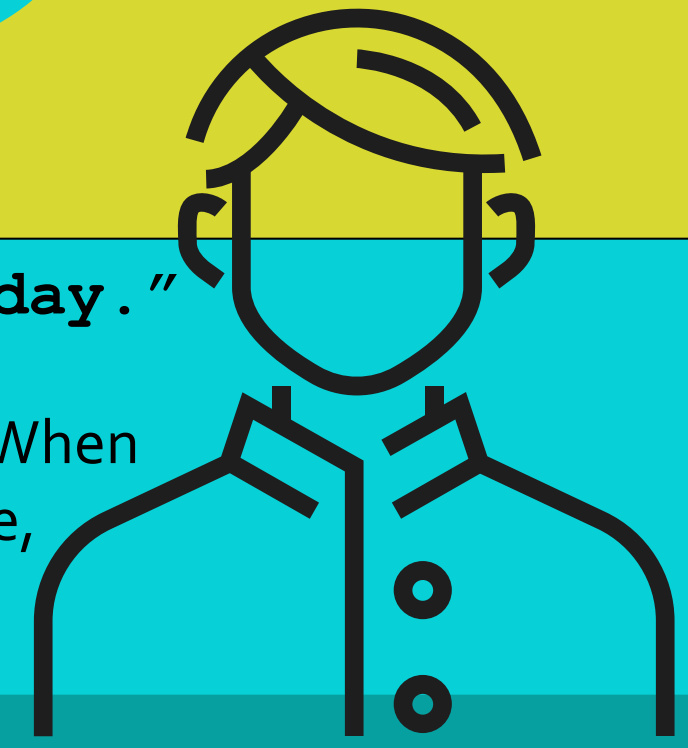
**"Well, marketing sent us this lead."**

Your team can't or won't access data on the ideal customer. Without a defined target, reps will spend too much time on wrong prospects.



**"They didn't seem interested."**

Your salespeople aren't persistent. Studies show that 48% of reps call prospects once, never to call again. Most deals close after 5 contacts, not one.



**"I don't feel like coming in today."**

Your team is demoralized or unmotivated. When sales reps feel unheard or lack intrinsic drive, they put in minimal effort.



**"I followed up twice. No, 3 times?"**

Your team lacks accountability. If follow ups aren't built into the sales process and tracked in a CRM, it's easy from sales reps to drop the ball.

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