

Top 10 Sales Challenges of the Top 1%

Challenges that high-performers confront and best practices on how to navigate them successfully...

- 1. Consistent High Performance** - Striking a balance between sustained performance and avoiding burnout.
- 2. Increasing Competition** - Staying ahead of the curve in a fast-paced, competitive industry.
- 3. Handling Rejection** - Developing resilience in the face of rejection.
- 4. Client Retention** - Moving beyond selling to build long-term, mutually beneficial client relationships.
- 5. High Expectations** - Managing personal, peer, and management expectations.
- 6. Technology Adaptation** - Continually adapting to new sales tools and technologies.
- 7. Market Fluctuations** - Keeping pace with ever-changing market trends and customer preferences.
- 8. Time Management** - Balancing selling, relationship management, and administrative tasks.
- 9. Leading a Team** - Motivating and managing a team while maintaining personal sales performance.
- 10. Complex Sales** - Navigating the challenges of larger, more complex sales.

** As reported by 100 Sales Professionals (Sales People and Sales Leaders).*