

SYDNEY, AUSTRALIA, August 17, 2014 /24-7PressRelease/ -- [AIM Marketing Acquisitions](#) urge businesses to review their sales strategies to ensure their sales force have the correct knowledge and are working to their full potential.

Sales and marketing firm AIM Marketing Acquisitions believe that in [direct marketing](#) first impressions count. In direct face to face marketing, a sales person is the first point of contact between a consumer and a business, that initial interaction is what gives the customer a sense of what the business is all about. If a sales force isn't working to their full potential and these interactions aren't approached in the correct way, customers are more than likely to develop a negative impression of a business take their money to competing businesses.

About AIM Marketing Acquisitions: <http://aimmarketing.com.au/#about>

A strong sales force is the heart of a successful business, the relationships they build with consumers encourage brand loyalty and help the business create a precise picture of their target market's needs. It's up to a business sales force to present a positive brand message and share the businesses core values all within that initial interaction therefore it's vital that each sales person has the knowledge, support and motivation to connect on a personal level with consumers and drive sales. AIM Marketing Acquisitions believe that if a business is experiencing lower than expected sales figures, it may be time to review their sales strategy. To help businesses get the most from their sales force, the Sydney based firm have offered some advice to both boost sales and motivate.

If a business finds their sales teams are struggling to hit targets, AIM Marketing Acquisitions suggests that the blame may not lie with the sales force. Businesses should analyse every stage of their sales approach and identify any weak points which could be the core of the problem. Even the best sales force in the world will struggle to sell a product or service that is priced too high or fails to meet with current consumer trends. Trying to sell a product consumers don't want is the quickest way to lower morale and AIM Marketing Acquisitions believe it's a business's responsibility to ensure their sales force are given the best possible chance to succeed, and that sales targets should realistically reflect the current economic climate. Businesses should be constantly evaluating consumer trends and keeping an eye on what their competitors are offering to ensure they remain attractive to consumers.

It's only natural for sales people to lack motivation from time to time; however this can damage a business's reputation and have a detrimental effect on sales figures. Businesses should recognise their sales people as individuals, and take an interest in their personal and professional goals. AIM Marketing Acquisitions think businesses should always be looking for

AIM Marketing Acquisitions: How to Get the Most out of Your Sales Force

Written by Australian Business

new ways to engage their force with their role and look at strategies to make them want to go that extra mile. This could be through recognising achievements or reviewing incentives, or simply making sure the sales force understand their future career progression options. Setting smaller goals such as approaching a certain number of leads a week, will give a sense of achievement which will help motivate individuals to reach for larger goals.

AIM Marketing Acquisitions are Australia's leading direct marketing firm who support their clients through every stage of their marketing campaign. The firm look to break the barriers between consumers and their clients by providing the highest level of customer service. The firms' experienced sales force create long lasting, meaningful connections with their clients' consumers which increases brand loyalty and spreads a positive brand message.

AIM Marketing Acquisitions is an outsourced sales and direct marketing company. The firm specialises in customer acquisition, brand loyalty, brand awareness and generating a high ROI for their clients.

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