

NEW YORK, NY, August 17, 2014 /24-7PressRelease/ -- [Wallace Morgan](#) urges businesses to review their sales strategies to ensure their sales team have the correct knowledge and are working to their full potential.

Wallace Morgan is a direct marketing firm located in [New York](#). The firm say that in direct marketing the sales team is the first link between customer and client and say that the relationship between the two is fundamental to whether a business succeeds. Wallace Morgan says that a sales team needs to learn about consumer needs and how to present a positive brand message and strong values in order to build a strong relationship with the consumer.

About Wallace Morgan: <http://www.wallacemorgan.com/#section-about>

The firm has urged businesses who think their sales firms aren't performing to identify the root of the problem and has outlined their top tips on solving these common issues.

Sales call reluctance: The team may feel as though they haven't been supplied with enough highly targeted prospects and are uncomfortable with cold calling. It may be that the team are used to being reactive rather than pro-active. Consider hiring a sales coach or giving a successful team leader the opportunity to train the team in a positive way to make them more comfortable in generating their own leads.

Lack of motivation: Ensure that all team members have high enough personal and professional goals to push them out of their comfort zones. Recognition can be also be a great motivator, whether this is praise or adding a visual aspect such as ringing a bell when a sale is closed, this can add a level of fun to the workplace and motivate the team.

No clear goals: Salespeople might not be sure what they should be doing in order to achieve their targets. The sales manager should set daily or weekly activity goals for things that can be easily tracked such as: number of contacts with new prospects, first appointments, and demos or presentations. Make sure they are spending time on high-value activities.

Not knowing what to say: People are often unaware of how to leave a good voicemail, email, or what to say when they meet a customer face-to-face. Engage in role-play workshops or write scripts so that the salesperson knows what message they are trying to convey to the customer

ADVICE: Wallace Morgan Provide Top Tips on Improving Sales

Written by Australian Business

and how best to do so.

Wallace Morgan says that if businesses use these tips and train and re-train their salespeople regularly they can avoid these issues and enhance their customer relationships.

Wallace Morgan specialise in outsourced sales and direct marketing. A strong sales team with excellent customer service techniques is crucial for success in direct marketing as they are engaging with customers on a face-to-face basis. This direct interaction creates a personal connection between the brand and the customer so maintaining a high level of customer service is important in order to keep the relationship strong. Creating a unique and personal relationship between customer and brand helps to boost quality sales and brand awareness and improves the level of loyal customers for the brand.

Wallace Morgan is an outsourced sales and Direct Marketing firm located in New York. The firm uses a personalised approach to their campaigns in order to connect with customers and clients directly and generate a high ROI for their clients.

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