2020 Vision: 7 New Year's Resolutions for Sales Professionals and Business Owners

New Year's Resolutions without a goal and a plan are just New Year's Wishes. Here are 7 resolutions that will help sales professionals and small business owners grow their business in 2020.



1. Cut Down On Response Time: 39 hours is the average sales response time, but the odds of converting a lead are 21x higher when you respond within 5 minutes. https://www.immersionactive.com/resources/im
2. Be Social: More than 70% of sales professionals use social selling tools like LinkedIn, Twitter and Facebook, and 90% of top salespeople use social selling tools. https://business.linkedin.com/content/dam/me/business/en-us/sales-solutions/resources/pdfs/linkedin-state-of-sales-2016-report.pdf
3. Build Your Personal Brand: Salespeople need a defined personal brand to optimize opportunities, build relationships in person and online and stand out from competitors.
4. Communicate Better: Connect with your audience whether they're online or in person. If you don't have time to respond to social media comments, then you're posting too much. What's the point of trying to attract new clients via social selling if you don't have time to engage with your followers?
5. Do Something New: Join a new business networking group, update your logo or create a new marketing strategy that will help achieve your growth goals.
6. Increase Your Search Rank: Use Search Engine Optimization (SEO), content marketing and free tools like Google My Business to improve your online and local rank on search engines: 81% of shoppers search online for products and services before making a purchase, but 75% of people never scroll past the first page of search engine results. https://blog.hubspot.com/insiders/inbound-marketing-stats
7. Set Realistic Goals: Nothing should be on your New Year's Resolution list unless you are committing to achieving it and have the resources to achieve it.