

# Is Your Sales Force Ready for Change

written by Lauri Moon | April 8, 2021

Change is being forced upon us...

- The shift to Remote Selling
- Increased competition from low-cost competitors
- Younger buyer and decision makers taking leadership roles

So, what must we change in order to take on the change under our terms?

Join us for a **60-minute fast paced live-streamed event** and we'll shed insights into these key questions and assess your sales organizations Change Readiness:

- Can we get better?
- How much better can we get?
- What will it take to get better?
- How long will it take?

You'll experience how sales leadership must drive the change and how that role must evolve. We'll give you the "Sales DNA" that must be present in your salespeople in order to grow in effectiveness. Perhaps you've invested in sales training but did not experience the kind of results you hoped for and the program will show what needs to be in place prior to any training.

**If increasing our sales team's ability to execute your vision is a key priority, then please join IMC consultant John Moore for this free event.**

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