

fact vs. FICTION

THE SALES PROSPECTING EDITION

Sales prospecting has changed more than any other facet of sales in the last 10 years. There are a lot of clickbait articles with radical advice popping up and leading sellers astray. To find out what's really working in sales prospecting, we undertook a study of 488 B2B buyers and 489 sellers, and contrasted 5 popular assumptions with facts from the RAIN Group Center for Sales Research.

FICTION

BUYERS DON'T WANT TO HEAR FROM SELLERS

Sirius Decisions says 67% of the buying journey is done digitally, leading many sellers to assume buyers don't want to talk to them early in the buying process.



1

BUYERS WANT TO HEAR FROM SELLERS—AND THEY WANT TO HEAR FROM THEM EARLY

7 in 10 buyers

want to hear from sellers when they're **looking for new ways to drive stronger business results**



6 in 10 buyers

want to hear from sellers when they're **actively looking for a solution to a problem**

RIP COLD CALLING

COLD CALLING IS DEAD

Inc Magazine

THE DEATH OF THE COLD CALL

Forbes

"Cold calling is ineffective 90% of the time."

Harvard Business Review

Many sellers don't want to cold call, so they want these to be true.

2

THE PHONE IS ALIVE AND WELL

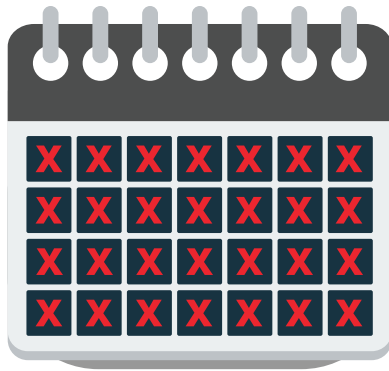
According to buyers, 70% of sellers connect with them and generate meetings using the phone.

According to sellers, of the 15 outreach methods we studied, using the phone represents 3 of the top 5.



IT'S IMPOSSIBLE TO BREAK THROUGH THE NOISE

Sellers often complain it's impossible to get through to buyers. We hear from sellers all the time that buyers are more insulated and busier than ever, and don't accept cold meetings.



3

BUYERS WILL OPEN THE DOOR FOR SELLERS

Here's what influences buyers to meet with you:

82%

of buyers accept meetings

- + Need
- + Budget
- + Familiarity with your company
- + Referrals
- + Common connections
- + Satisfaction with current solution

BUYERS DON'T WANT YOUR PITCH

Buyers don't want to hear about your products and services. You need to leave the capabilities pitch behind and focus solely on the benefits of your solutions.

4

BUYERS WANT A COMBINATION OF INSIGHT AND CAPABILITIES PITCH

Not so fast! Buyers *do* want descriptions of your capabilities and they want your insight. It's not one or the other: they want both.

CONTENT THAT INFLUENCES BUYERS TO ACCEPT A MEETING OR OTHERWISE CONNECT

Primary research data relevant to our business	69%
Descriptions of the provider's capabilities	67%
Content 100% customized to our specific situation	67%

COLD MEETINGS DON'T CONVERT TO SALES WINS

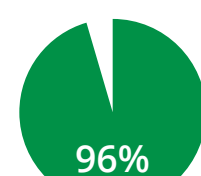
Many sellers believe that cold meetings don't result in sales—and they're right. It's a self-fulfilling prophecy. Their approach to cold meetings condemns their success. Approaching a cold meeting the same way you would a warm one is sure to leave you in the cold.



5

PROVIDE VALUE TO CONVERT MORE MEETINGS TO SALES WINS

Cold meetings can convert to sales. These are the top factors that influence a buyer's purchase decision:



Focuses on value



Collaborates with me



Educates me with new ideas

Considering 58% of sales meetings are not valuable to buyers, the onus is on sellers to bring the value.



Download *5 Sales Prospecting Myths Debunked* for more on how our prospecting research helped us disprove these popular claims.



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