

HOW TO SELL

★ ACROSS THE ★ Sales Cycle

It may not surprise you that the best sellers have specific, tactical skills they employ across the sales cycle. They're successful for a reason, right? The surprising part is the strength and breadth of their capabilities—it's how much better they are at these things compared to other sellers.

Top Performers' success makes a compelling case for investing in development in these areas: they have higher win rates, meet their sales goals, and achieve premium pricing.

TOP-PERFORMING SELLERS

- MEET THEIR ANNUAL GOALS
- HAVE CHALLENGING GOALS
- HAVE > 50% WIN RATE ON PROPOSED SALES
- ACHIEVE PREMIUM PRICING

Prospecting

TOP PERFORMERS ARE...

63% MORE LIKELY TO generate referrals



44% MORE LIKELY TO implement organized prospecting campaigns



50% MORE LIKELY TO energetically prospect over the long term

Click here!

Click on each skill throughout this infographic to learn how to master it.

Driving & Discovering Need

TOP PERFORMERS ARE...

65% MORE LIKELY TO maximize cross- and up-sells

60% MORE LIKELY TO change buyer thinking about needs

58% MORE LIKELY TO lead thorough needs discoveries

Solution Crafting

TOP PERFORMERS ARE...

57% MORE LIKELY TO influence buyer thinking about what to buy

59% MORE LIKELY TO collaborate with buyers across the buying process

52% MORE LIKELY TO build excellent responses to RFPs

Solution Presentation

TOP PERFORMERS ARE...

63% MORE LIKELY TO communicate strong ROI cases

60% MORE LIKELY TO make the overall value case

55% MORE LIKELY TO make effective differentiation cases

Negotiating

TOP PERFORMERS ARE...

105% MORE LIKELY TO know when to walk away

105% MORE LIKELY TO manage own and buyer emotions

81% MORE LIKELY TO overcome price pressure and maintain margins

Winning

TOP PERFORMERS ARE...

65% MORE LIKELY TO lead highly effective finalist presentations

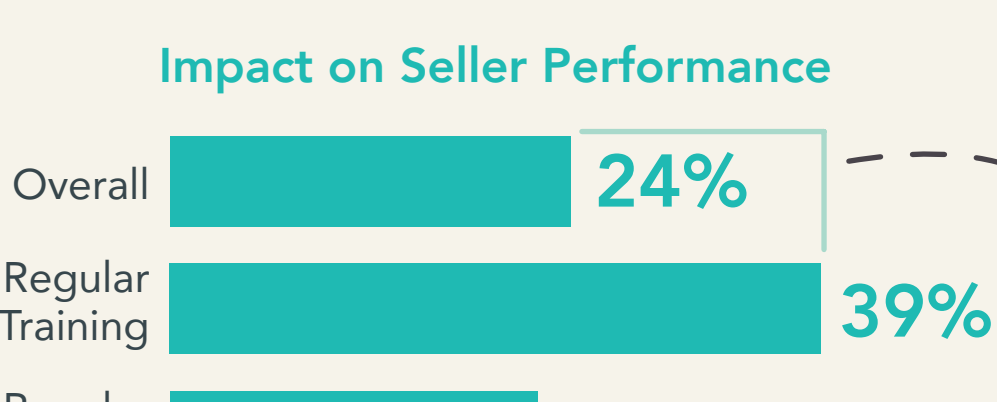
50% MORE LIKELY TO build a sense of urgency for action

41% MORE LIKELY TO outsell the competition in competitive bids

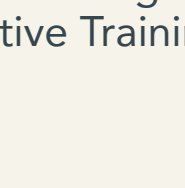
Training, Management, & Coaching

These skills don't exist in a vacuum. Top Performers sales training, regular coaching, and effective management.

Impact on Seller Performance



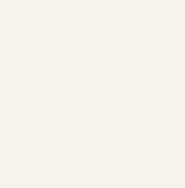
A seller is 63% more likely to be a Top Performer when they have an effective manager, regular coaching, and effective training



Effective Manager

Train your sales managers on skills and behaviors that correlate with top performance.

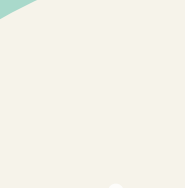
LEARN MORE



Effective Sales Training

Get modern, multi-modal training that helps sellers succeed and meets your business goals.

LEARN MORE



Regular Coaching

Teach your coaches to deliver a regular schedule of coaching that drives seller motivation, action, and wins.

LEARN MORE

Sources:

1. The Behaviors and Skills of Top-Performing Sellers and Sales Managers, RAIN Group Center for Sales Research.

2. Top Performance in Sales Negotiation, RAIN Group Center for Sales Research.

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