

# 10 WAYS TO ACHIEVE YOUR TOP SALES PRIORITIES

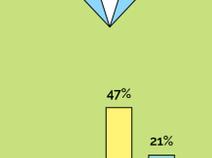
RAIN Group recently surveyed 423 sales and enablement leaders and discovered their top 10 sales priorities for the year ahead.



Do you share these priorities? Scroll down for tips on how to tackle them!

## 1 MAKE VALUE A PRIORITY

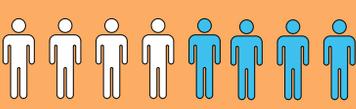
Sales organizations that drive value for their buyers are more likely to grow revenue, have higher win rates, and retain top sellers. Indeed, Top Performers are more likely to prioritize and focus on value.



Legend: Top Performers (Yellow), The Rest (Blue)



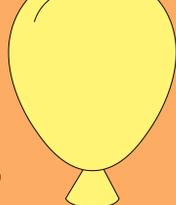
Nearly half of people spend a significant amount of time on work-related Mandatory/Empty activities.



## 2 IMPROVE SELLER PRODUCTIVITY

Based on our Extreme Productivity research, individuals who are Extremely Productive (The XP) are more likely to be top performers, satisfied with their jobs, and very happy.

The XP are 5.3X more likely than The Rest to have productive work habits.



## 3 FOCUS ON GROWING EXISTING ACCOUNTS

According to our Top Performance in Strategic Account Management research, 76% of all organizations in our study believe they should grow their strategic accounts by at least 25%, and 47% of respondents believe they should grow them by at least 50%.



Top Performers in Strategic Account Management are 2.5X more likely to have effective processes for building strategic account plans.

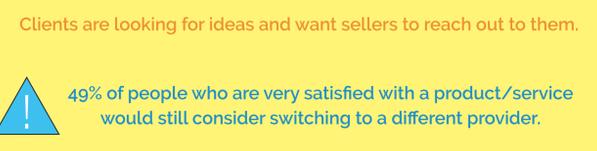


83% of companies don't believe they have effective sales training for driving account growth.

## 4 CREATE A REFERRAL AND RETENTION MACHINE

Creating a referral and retention machine relies on a multi-pronged strategy. Rely only on sales process or product/service satisfaction and you create competitor inroads.

Client satisfaction shoots up when account managers create new opportunities proactively.



Clients are looking for ideas and want sellers to reach out to them.



49% of people who are very satisfied with a product/service would still consider switching to a different provider.

## 5 APPROACH SALES OPPORTUNITIES DIFFERENTLY

Sellers often treat their pipeline opportunities the same. They define need, qualify, propose, present, and wait for a win or loss. A few may bubble up for more focus, but it's not always the right ones.

Use the CARE mnemonic device to determine whether opportunities are worth the pursuit effort. You should consider:

**C**

**Competitive Position**  
Relationship with Buyer  
Competitors  
Advantages  
Buyer Preference  
Partner Bias

**A**

**Attractiveness**  
Timeline  
Buyer Budget  
Profitability  
Potential Growth  
Logo

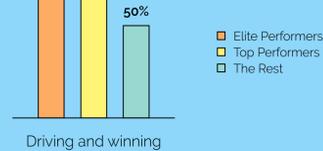
**R**

**Relationship Strength**  
Partnership  
Perception of Value  
Relationship Loss Effect  
Reaction to Replacement  
Competitive Bidding

**E**

**Effort to Win**  
Time Investment  
Financial Investment  
Resources to Win  
Political Clout  
Cultural Fit

Companies that focus on driving sales wins win more sales opportunities.



Driving and winning sales opportunities



## 6 TRAIN SELLERS TO INSPIRE WITH IDEAS

According to our What Sales Winners Do Differently research, "educated me with new ideas or perspectives" was the #1 factor most separating winners from second-place finishers.

Buyers want ideas and sellers aren't delivering.

71%

of buyers want the buying process when they're looking for new ideas and possibilities to drive stronger results.

64%

of companies don't believe their sellers have the advanced consultative selling skills needed to find and win business consistently.

22%

of buyers agree that sales winners educate with new ideas and perspectives. There's a huge opportunity here to give sellers the skills they need to differentiate in the sales process!

## 7 PERFECT YOUR VALUE PROPOSITION

3 Elements of a Value Proposition

Answer the 4 Whys

Make Your Case to the Buyer

**RESONATE**

Why act?  
Why now?

Make a case for why it's important and urgent to move forward, connecting with the buyer on both a rational and an emotional level.

**DIFFERENTIATE**

Why us?

Make the case for why you're the best choice based on your overall distinction and the buyer's perception of scarcity.

**SUBSTANTIATE**

Why trust?

Make the case for why the buyer should believe in you, your offering, your company, and your ability to achieve the desired results.

## 8 IMPROVE SALES MANAGER EFFECTIVENESS

Organizations where sales managers inspire the best performance from sellers are significantly more likely to be found among Elite and Top Performers compared to The Rest.



Management prioritizes and maximizes the time sales managers spend coaching



Managers are effective at creating and sustaining creative selling energy



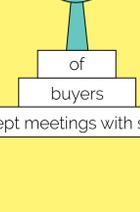
Leaders and managers quickly address under-performance

Legend: Elite Performers (Orange), Top Performers (Yellow), The Rest (Blue)

## 9 WIN NEW LOGOS AND ACCOUNTS

75% of purchases are strategic, meaning buyers don't have to buy, yet sellers proactively bring new ideas to buyers only 14% of the time.

Factors that influence a buyer's purchase decision:



## 10 OPTIMIZE YOUR SALES PROCESS

According to our Top-Performing Sales Organization research, 51% of respondents haven't formally defined their sales process. Those that have see higher proposals won, fewer proposals lost to competitors, and fewer proposals lost to no decision.



Legend: Elite Performers (Orange), Top Performers (Yellow), The Rest (Blue)

RAIN Group can help you tackle your priorities and implement winning strategies. [Get started today. >>](#)

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1 Mike Schultz, John Doerr, and Mary Flaherty, *The Top-Performing Sales Organization* (RAIN Group, 2016)  
2 Mike Schultz et al., *Top Performance in Strategic Account Management* (RAIN Group, 2017)  
3 Mike Schultz and John Doerr, *What Sales Winners Do Differently* (RAIN Group, 2013)  
4 Mike Schultz, Bob Croston, and Mary Flaherty, *Top Performance in Sales Prospecting* (RAIN Group, 2018)  
5 Mike Schultz, Mary Flaherty, and Erica Stritch, *The Extreme Productivity Benchmark Report* (RAIN Group, 2019)