

# 10 ESSENTIAL SELLING SKILLS



**MEET JOE.**  
He's on a mission to become a top-performing seller. Join Joe as he learns the top 10 things he needs to do differently to win more sales and achieve greater financial success.

## 1. Educate prospects with new ideas and perspectives

Joe knows that buyers like sellers who bring value to the table, so Joe doesn't need to just sell—he needs to expand buyers' horizons and give them new ideas that can change their thinking.

*Sales winners educate buyers with new ideas and perspectives 2.9 times more often than second-place finishers.*

## 3. Demonstrate potential return on investment

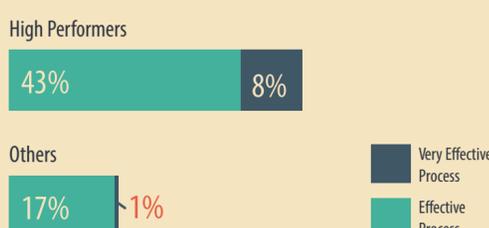
Joe needs to paint a clear, persuasive, and believable picture of the results an investment will yield.



## 2. Collaborate with prospects

Buyers want to be part of the solution. Joe needs to work with buyers to develop solutions that achieve mutual goals.

High performers rate their processes to work collaboratively with accounts to co-create value higher than the rest



## 4. Listen to prospects

Like most sellers, Joe already listens to buyers. However, he needs to do a better job of actively listening by asking engaging questions and following up in ways that demonstrate his understanding.

*Buyers believe 40.3% of second-place finishers didn't listen to them*

## 5. Understand prospects' needs

Even though buyers today are sophisticated and often good at diagnosing their own needs, Joe still needs to demonstrate that he "gets it" when it comes to their goals, pains, and desires.

## 6. Help prospects avoid obstacles

Joe needs to be honest with buyers about the pitfalls that can occur both before and after they buy (and how he will help to avoid them).

### The Foundation for Success

Buyers choose sellers who are:



While these factors may not set you apart from the pack, they must not be ignored as they are the "price of entry" and necessary to stay in the game.

## 7. Craft a compelling solution

Buyers need to be convinced. Joe needs to show buyers how his solution will help them achieve their desired outcomes.



*Buyers agree that 7 out of 10 sales winners craft compelling solutions.*

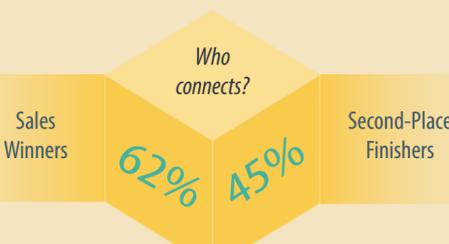
## 8. Accurately depict purchasing process

Joe needs to set and meet expectations to build trust with buyers.

*66.7% of sales winners do this!*

## 9. Connect with prospects personally

All else being equal, people buy from people they like. Joe needs to make personal connections with buyers to maintain and strengthen his business relationships.



## 10. Differentiate based on value

Joe needs to provide maximum value compared to his competitors. Maximum value does not mean lowest price. Value is in the eye of the buyer and often comes in the form of insights and expertise Joe and his company can provide.

## BECOME A TOP-PERFORMING SELLER



Download RAIN Group's free **Success Guide for Maximizing B2B Sales**  
<http://www.raingroup.com/maxb2bsales>

Get 22 pages of tips, scenarios, and examples covering insight selling, collaboration, communicating impact, and more, so you can maximize sales!

SOURCES  
1. Mike Schultz, John Doerr, and Mary Flaherty, *Benchmark Report on High Performance in Strategic Account Management*, 2012, <http://www.raingroup.com/sambenchmark>.  
2. Mike Schultz and John Doerr, *What Sales Winners Do Differently*, 2013, <http://www.raingroup.com/saleswinners>.