

# 22 Sales Tips for Hybrid Selling



A dirt road winds through a forest with autumn foliage. The road is covered in fallen leaves and leads into a dense forest of tall trees. The lighting is soft and natural, suggesting a misty or overcast day. The colors are muted greens, yellows, and browns, typical of late autumn.

Luck is where  
preparation  
meets  
opportunity.

- Seneca

In a hybrid sales environment, you need to be able to meet and engage buyers wherever they are. If you want to generate the best opportunities and set yourself up for success, you need to **prepare**.

And there's no better way to prepare than by using data-backed findings on what's working (or not!) for the most successful sellers.

The RAIN Group Center for Sales Research has been leading proprietary research to discover the most effective strategies and tactics in sales for nearly two decades.

On the following slides, we share ideas, tips, and resources to help you prepare so you can create your own luck.

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# 22 Sales Tips for Hybrid Selling

Fill Your Pipeline



# 1 Use the phone

The phone is the #2 preferred method of contact by buyers.

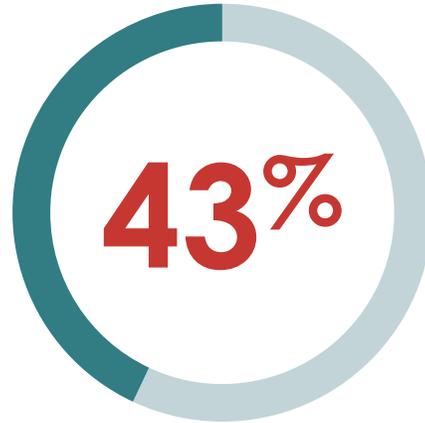
## Prospecting Tactic Effectiveness



Source: Top Performance in Sales Prospecting, RAIN Group



**2** **Be persistent**



of buyers who accept meetings say it's ok for sellers to try to contact them 5 or more times before they get through.



of buyers say they accept meetings with sellers who reach out to them.

**Free white paper: 5 Sales Prospecting Myths Debunked**

Source: *Top Performance in Sales Prospecting*, RAIN Group



**3** **Send emails**



of buyers prefer to be contacted via email.



of buyers have responded favorably to email from providers they haven't worked with.

**Click to read: [13 Tips for Crafting the Best Prospecting Emails](#)**

Source: *Top Performance in Sales Prospecting*, RAIN Group



## 4 Update your LinkedIn profile

- **Picture**
- **Headline**
- **Descriptive “About”**
- **Share content**
- **Recommendations**
- **Endorsements**

**Click to read:** [31 Tips for Using LinkedIn for Sales](#)



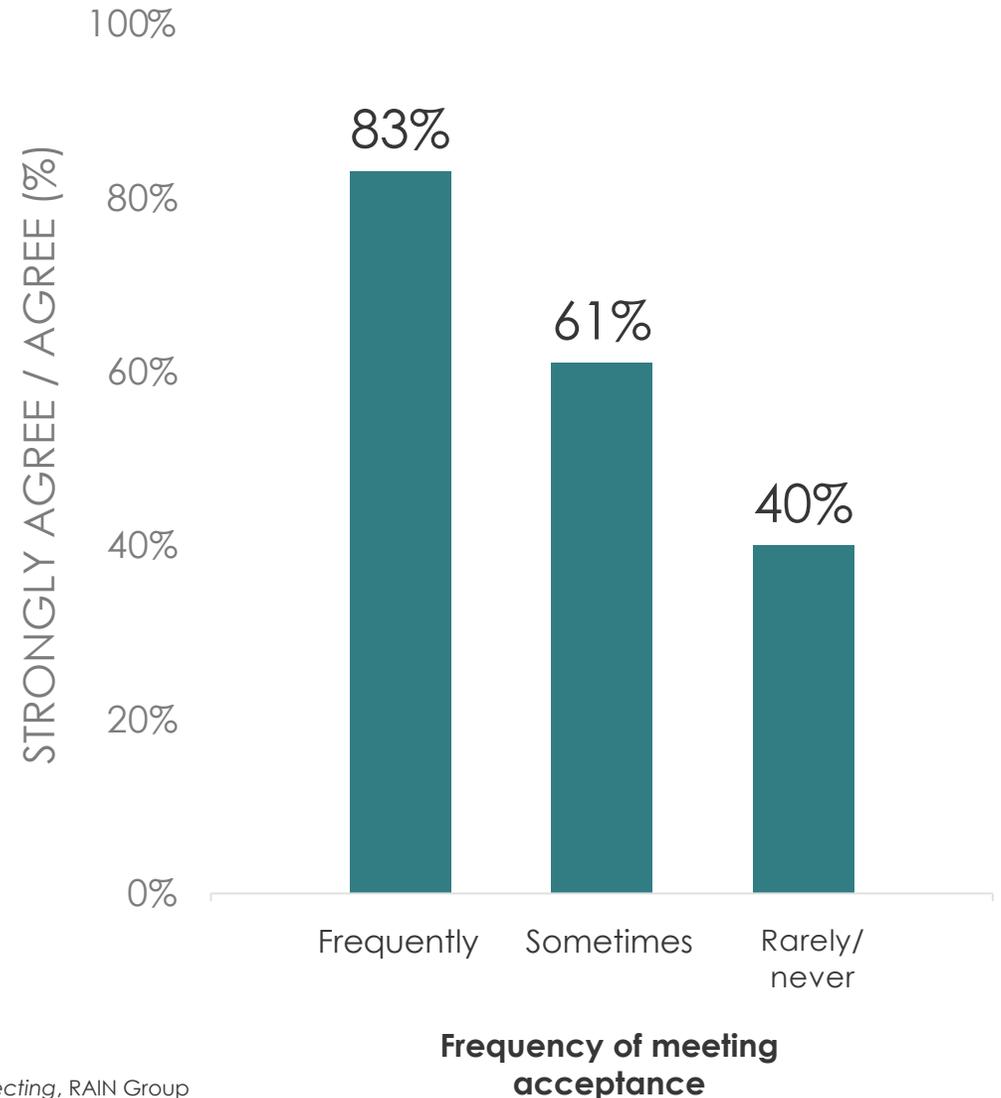
of buyers look up providers on LinkedIn before replying to outreach efforts.



# 5 Customize content & message

“Sending 1-to-1 emails to prospects after doing research and customizing the message” is the #4 most effective prospecting tactic.

100% Customized Content is Influential



Source: Top Performance in Sales Prospecting, RAIN Group

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# 22 Sales Tips for Hybrid Selling

Have Better Conversations



6

## Educate buyers with insights



of purchases are strategic, yet sellers only bring ideas proactively 14% of the time.

**Click to read:** [What Is Insight-Based Selling?](#)



# 7 Collaborate with buyers

**“Collaborated with me” is the #2 greatest difference between winners and second-place finishers.**

**Click to read: [3 Ways to Enable Collaboration—Even in a Virtual Meeting](#)**

## Ideas for Collaborating

- Start early
- Involve all key stakeholders
- Don't be afraid to “ask” as well as “give”
- Use collaboration technologies in virtual selling



## Minimize risk

**“Persuaded me we would achieve results” was the #3 difference between winners and second-place finishers, and a large part of this is minimizing risk.**

### Factors for Minimizing Risk

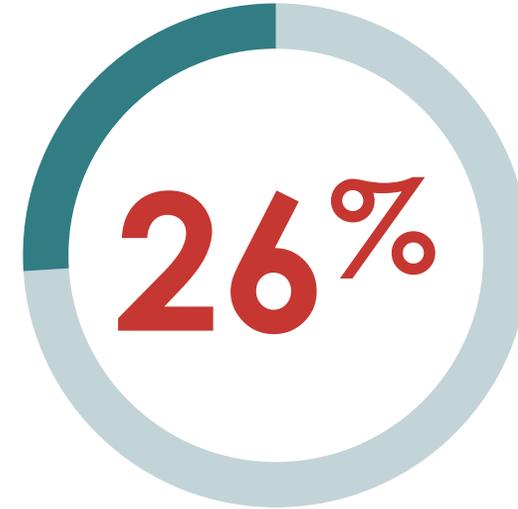
- Provider is respected at my organization
- Provider has experience in the specific area I have needs
- Seller is professional
- Seller depicts purchasing process accurately
- Seller is trustworthy
- Seller inspires confidence in his/her company



## 9 Ask about aspirations

Asking about both buyer afflictions and aspirations allows you to uncover the full set of buyer needs.

Click to see how aspirations fit into our [RAIN conversation framework](#).



of sellers are effective at leading a thorough needs discovery.

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# 22 Sales Tips for Hybrid Selling

Grow Your Strategic Accounts



10

## Build effective account plans

**Top Performers in SAM are 2.5X more likely to have a systematic approach to building account plans.**

**Click to read: [Essentials of an Effective Account Planning Tool](#)**

### 5 Things to Include in an Account Planning Tool

1. Stakeholders
2. Account goals
3. Research
4. Opportunities
5. Strategies & action

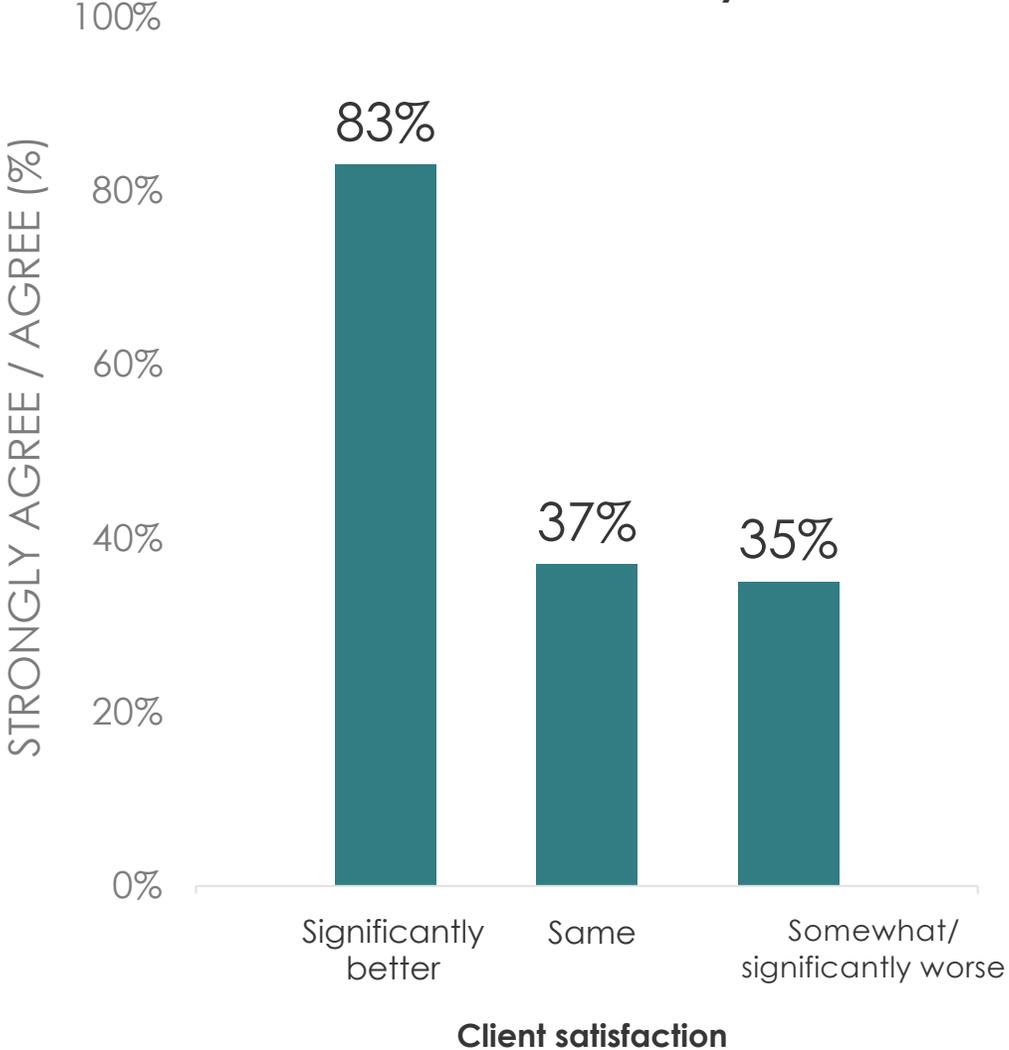


11

# Be proactive with your clients

**Free tool:** [Key Account Planning Checklist](#)

### Account Managers Create Opportunities Proactively

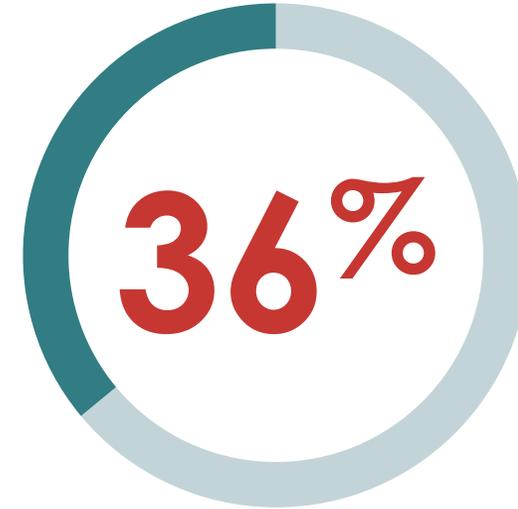


Source: Benchmark Report on Top Performance in Strategic Account Management, RAIN Group



12

## Know your offerings



of average/below-average performers struggle with cooperation and collaboration among various groups at their companies.

**Free white paper:** [5 Keys to Maximizing Sales with Existing Accounts](#)

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# 22 Sales Tips for Hybrid Selling

Win Your “Must Win”  
Opportunities



13

## Make a checklist

**#1 sales skill in Top-Performing Sales Organizations is “Driving and winning sales opportunities.”**

### Checklists for pursuing opportunities can include:

- Talk to all the right people in an opportunity
- Conduct a thorough needs discovery
- Make a compelling value case to the buyer
- Plan specifically to beat the competition
- Have an action plan to win as you advance the sale



14

Qualify with  
**CARE**

**C**ompetitive position

**A**tractiveness

**R**elationship strength

**E**ffort to win

Click to watch: [How to Increase Sales Win Rates on Your Opportunities](#)



## 15 Win Lab It

A Win Lab is a collaborative, rigorous process to generate the best ideas, strategies, and action plans to win a sales opportunity.

Click to read: [Want to Win Your Next Big Sale? Win Lab It](#)



RAIN Group Client Win Lab



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# 22 Sales Tips for Hybrid Selling

Be More Productive



16

## Hold yourself accountable



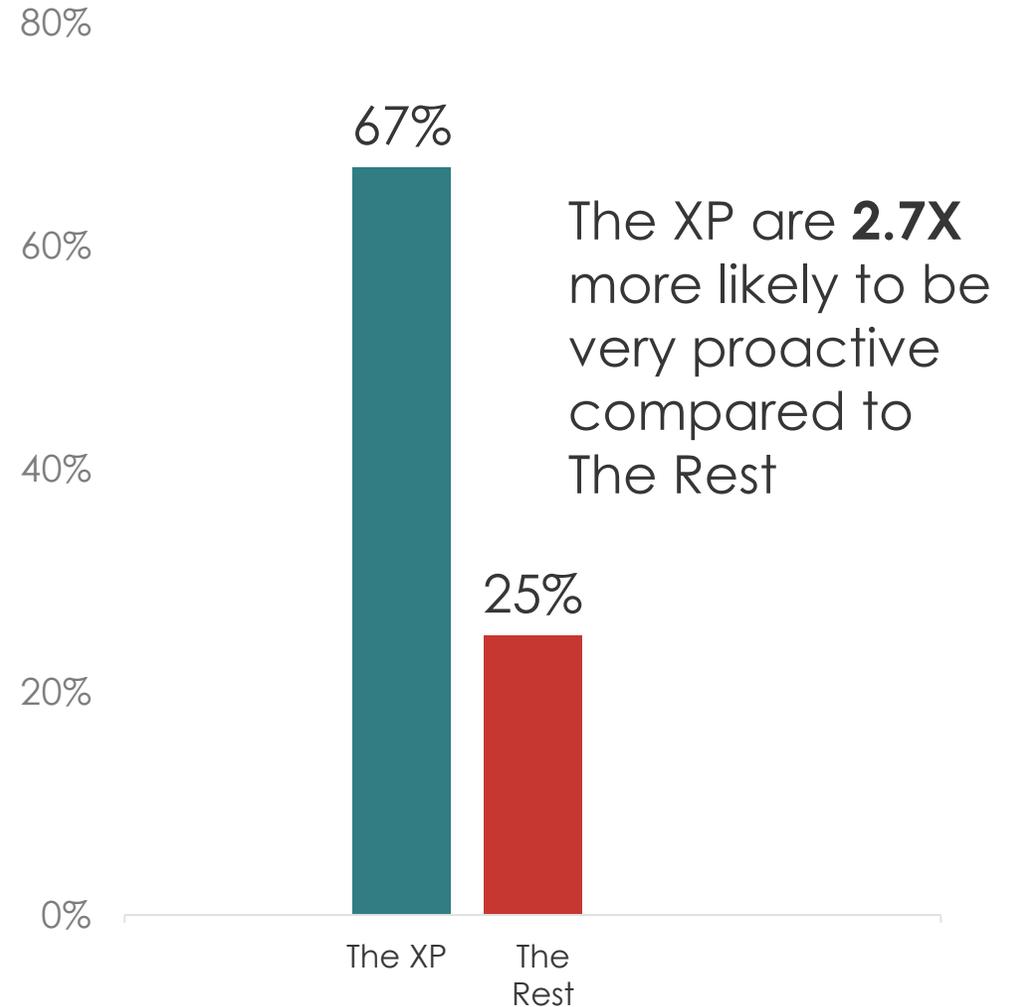
of Extremely Productive (XP) people say they hold themselves accountable for doing what they tell themselves they're going to do.

**Free white paper:** [Unlocking the Productivity Code](#)



# 17 Be proactive

The XP don't procrastinate or wait for others to tell them what to do. They take control of their TIME and day and maximize it for productivity, motivation, and happiness.



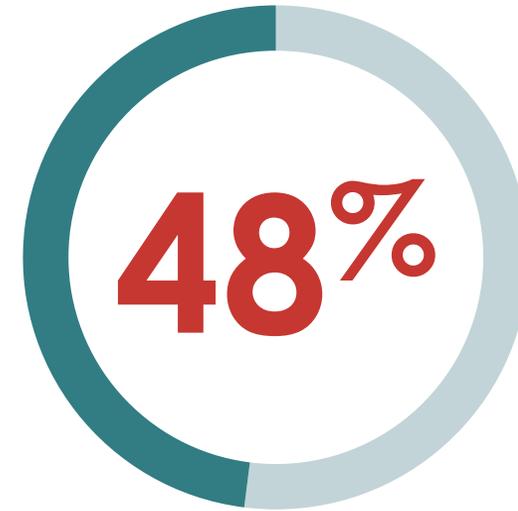
Source: The Extreme Productivity Benchmark Report, RAIN Group



18

## Start with your GIA

Your GIA is the one activity that, should you do it consistently at high quality, will get you the greatest eventual return on your time investment.



of the XP start with their Greatest Impact Activity each day.

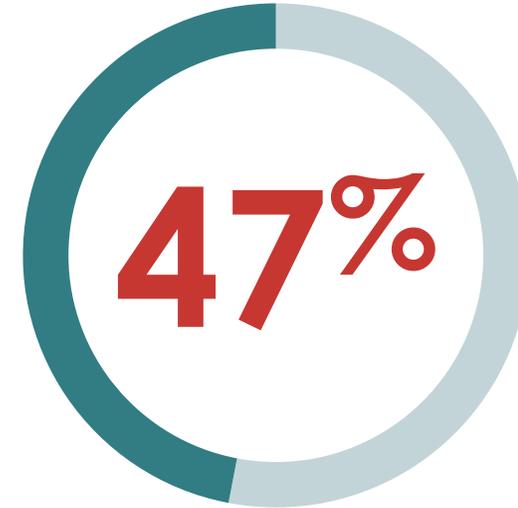
Click to read: [3 Ways to Get Started on Your Greatest Impact Activity](#)



# 19 Refocus your time

## 4 Categories of TIME

- **T**reasured
- **I**nvestment
- **M**andatory
- **E**mpy



of all respondents spend a *significant* amount of time on activities that are either non-value-add (Mandatory) or are outright wasting time (Empty) during a typical workday.

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# 22 Sales Tips for Hybrid Selling

Master Virtual Selling



20

# Build rapport virtually

## Virtual Selling Challenges VERY/SOMEWHAT CHALLENGING FOR SELLERS



**Click to read:** [Want to Build Greater Rapport Virtually? Do This One Thing](#)

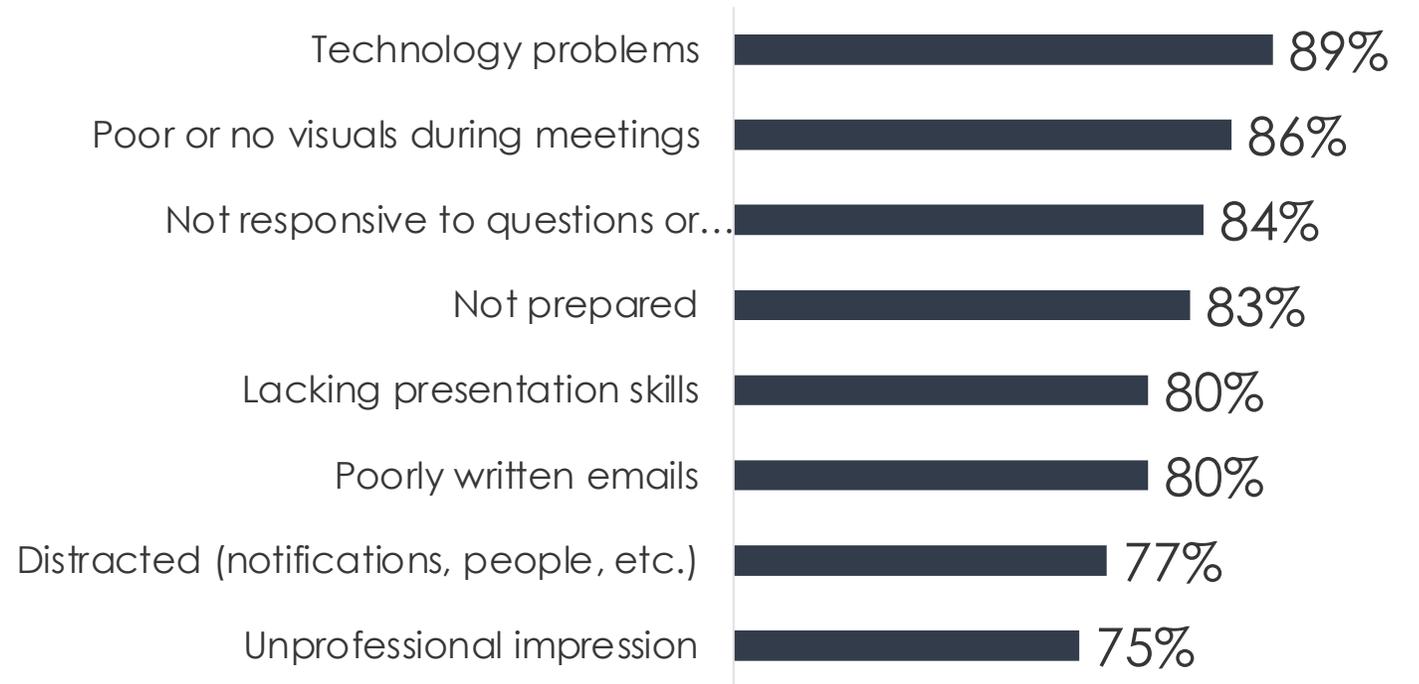
Source: Virtual Selling Skills & Challenges, RAIN Group



21

# Avoid mistakes

## Top Virtual Selling Mistakes According to Buyers



**Free tool:** [Virtual Selling Checklist](#)

Source: *Virtual Selling Skills & Challenges*, RAIN Group



22

## Capture attention

Use the 30+3 rule: you must grab attention within 30 seconds and re-achieve it every 3 minutes.

### Virtual Selling Challenges VERY/SOMEWHAT CHALLENGING FOR SELLERS

Gaining a buyer's attention and keeping a buyer engaged virtually



Changing a buyer's point of view on what's possible or how to solve a problem



Free download: [The Ultimate Virtual Selling Toolkit](#)

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# 22 Sales Tips for Hybrid Selling

Invest in Excellence

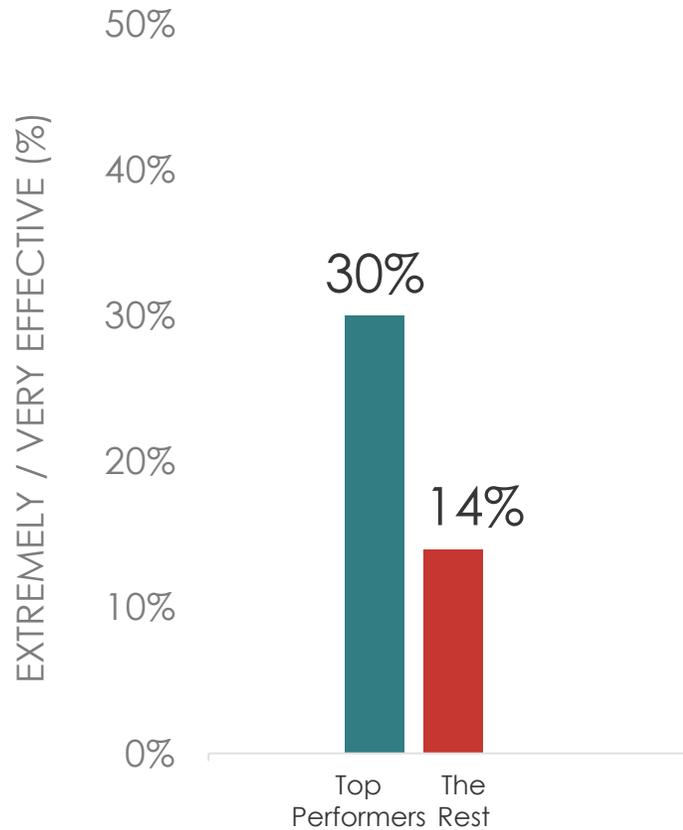


**BONUS**

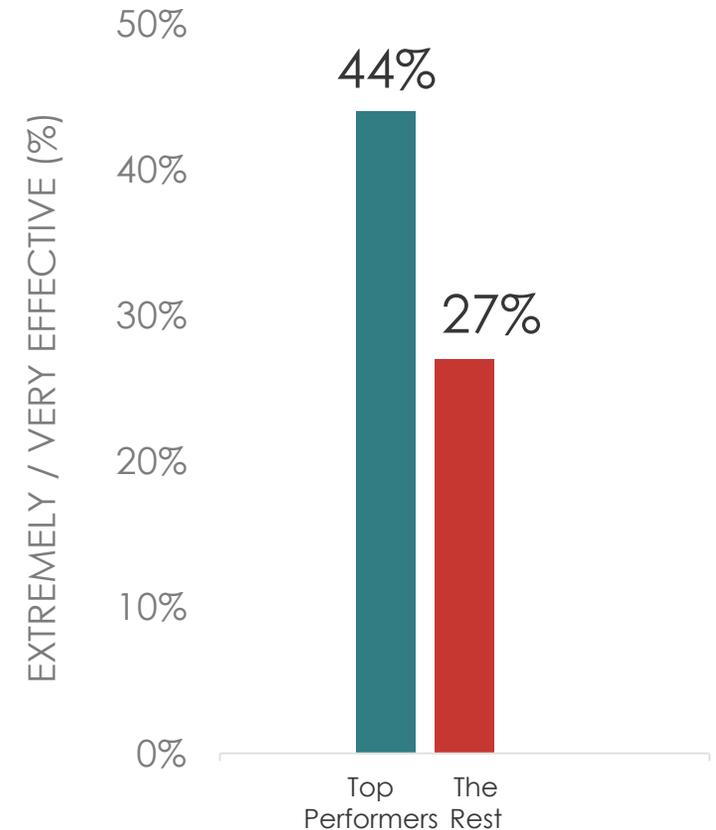
# Invest in sales training

**Click to download:**  
[The Complete Guide to Sales Training Success](#)

### Sales Training Effectiveness



### Investment and Focus on Sales Training



Source: The Top-Performing Sales Organization Benchmark Report, RAIN Group

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# 22 Sales Tips for Hybrid Selling

## Fill Your Pipeline

1. Use the phone
2. Be persistent
3. Send emails
4. Update your LinkedIn profile
5. Customize content & message

## Have Better Conversations

6. Educate buyers with insights
7. Collaborate with buyers
8. Minimize risk
9. Ask about aspirations

## Grow Your Strategic Accounts

10. Build effective account plans
11. Be proactive with your clients
12. Know your offerings

## Win Your “Must Win” Opportunities

12. Make a checklist
13. Qualify with CARE
14. Win Lab it

## Be More Productive

16. Hold yourself accountable
17. Be proactive
18. Start with your GIA
19. Refocus your time

## Master Virtual Selling

20. Build rapport virtually
21. Avoid common mistakes
22. Capture attention

## Invest in Excellence

BONUS: Invest in sales training

# RAIN Group Transforms Sales Results

Drive Transformational Change through Award-Winning Training

- ✓ Enhance sales capability with **award-winning sales training**
- ✓ Design and execute **strategic account management initiatives**
- ✓ Increase effectiveness of **sales management and coaching**

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11

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training in

Top 20

Sales Training  
Company  
Selling Power and Training Industry



## BEST IP

Quest for knowledge of  
the best way to sell



## BEST

## EDUCATION SYSTEM

Training that works,  
sticks, and transfers to  
the job



## BEST RESULTS

Relentless pursuit of  
client satisfaction and  
results