



# 24 Sales Tips for 2024



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**Andy Springer** is Chief Client Officer for RAIN Group. He leads the global delivery team, which designs, measures, and delivers every client the results they seek when engaging RAIN Group.

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Andy is an expert in high-performance sales and leads RAIN Group's mission to unleash sales potential for its clients. Andy has worked with thousands of sales teams to drive long-lasting sales improvement in SME, mid-market, and enterprise companies over the last 18 years. He's known for consistently supporting sales leaders in remaining focused on the proven activities that drive real sales growth in their teams.

An entrepreneur at heart, Andy co-founded two successful consultancies and has been a lead advisor for thriving start-ups in the Australian business community.



## Poll

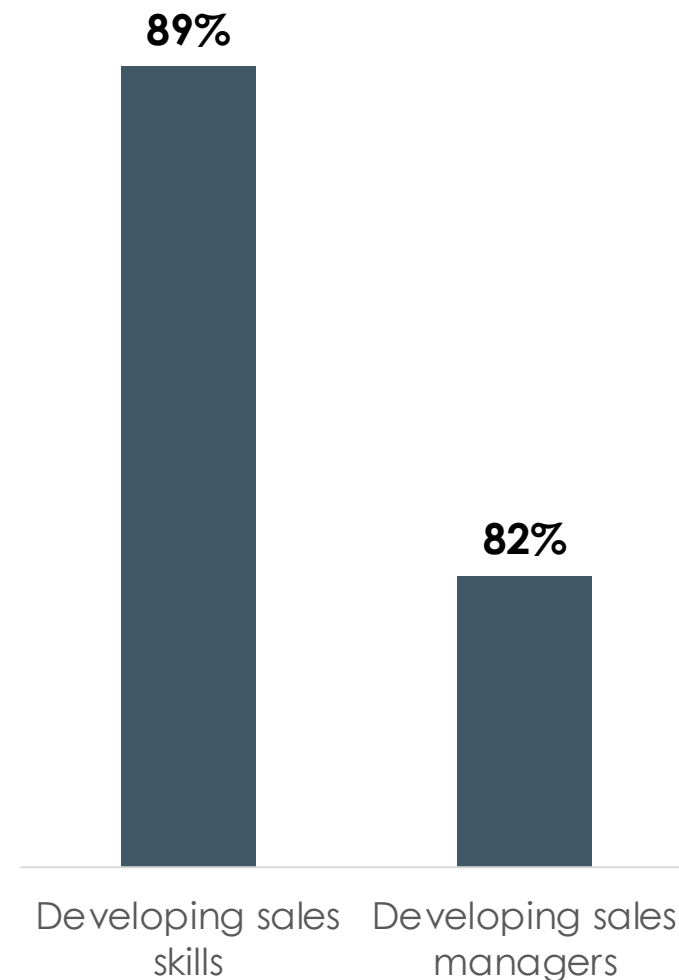
What sales skills do you/your team hope to  
focus on in 2024?

# Closing Skill Gaps in 2024

- 2023 brought longer sales cycles and more opportunities lost to no decision
- Sales leaders often view certain issues as more challenging than sellers do
- Closing these gaps, assessing sales teams, and choosing which skills to develop will be critical in 2024

## Challenges of Sales and Enablement Leaders

*% Very/Somewhat Challenging*



RAIN Group Center for Sales Research, Challenges Facing Sales and Enablement Leaders.

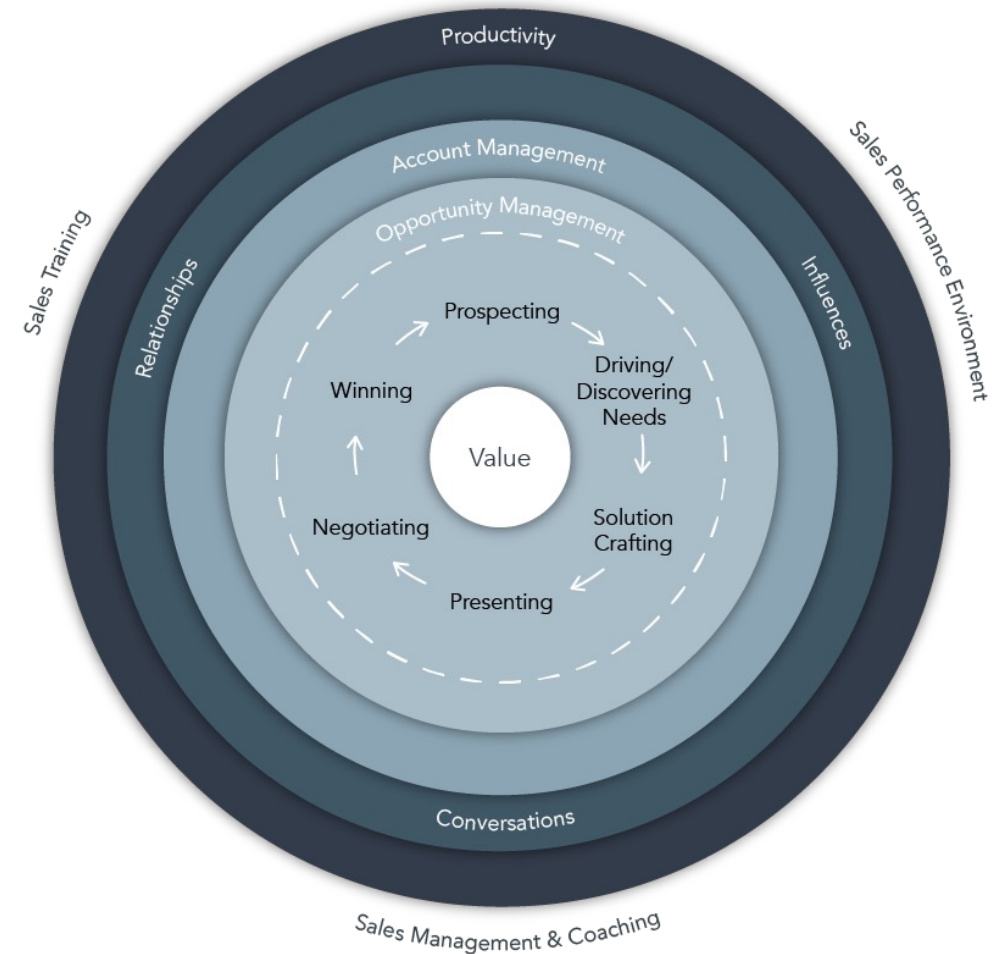
# Selling Is About the Whole Picture

## Top-Performing Sellers excel across all areas of sales, including:

- Selling across the sales cycle
- Opportunity management
- Account management
- Relationships, conversations, and influence
- Productivity

## And they're supported by:

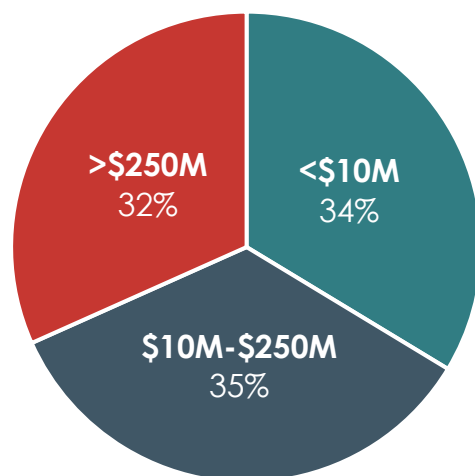
- Sales training
- Management and coaching
- Sales performance environment



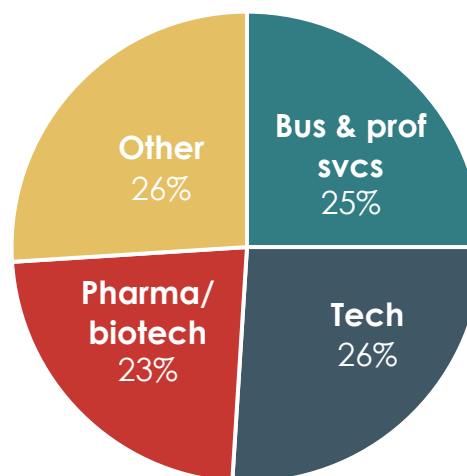
# The Top-Performing Seller

We analyzed responses from 1,004 sellers and sales managers.

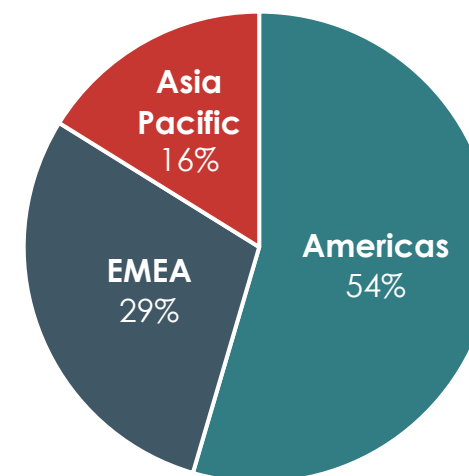
Gross Annual Sales



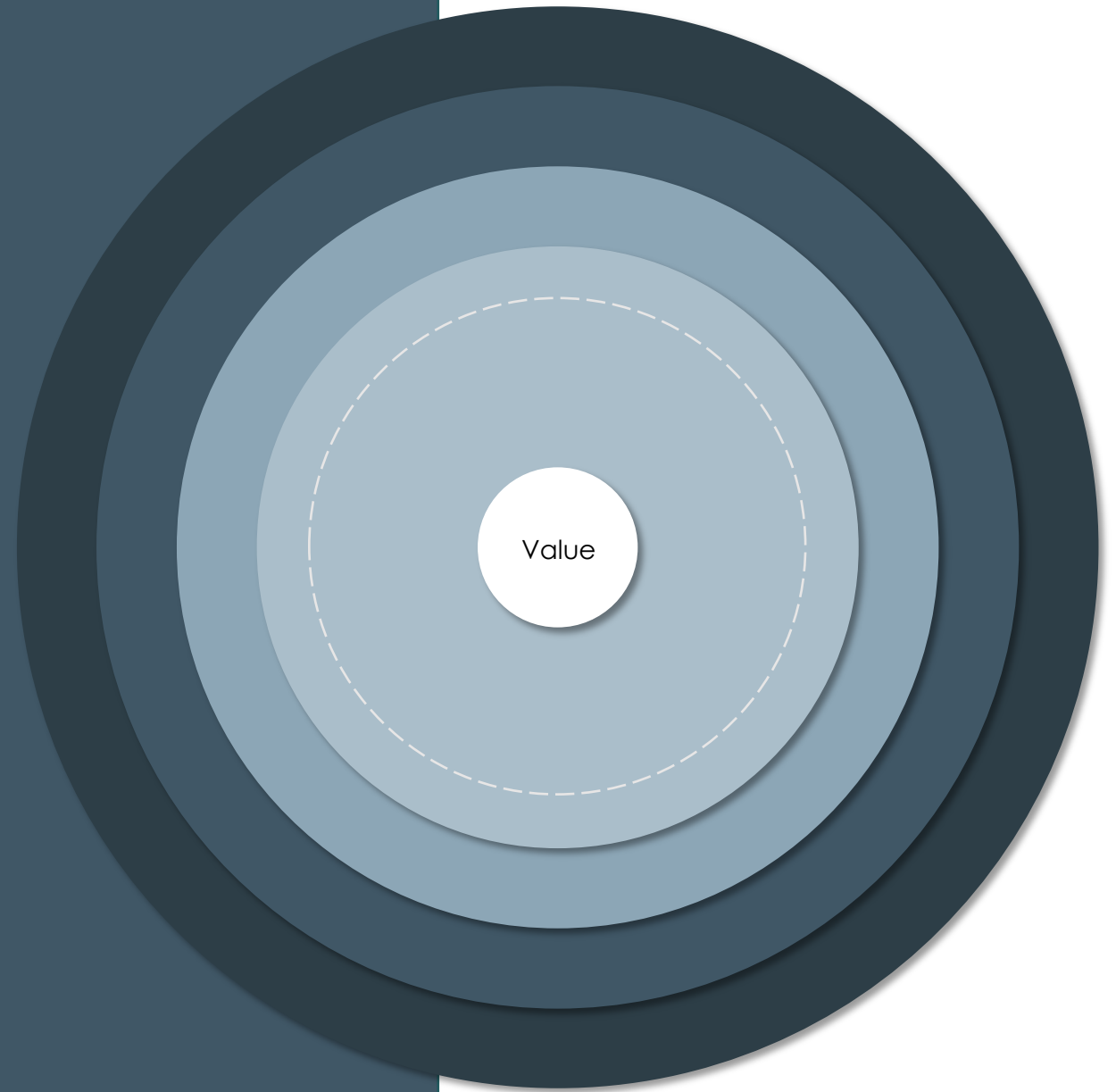
Industries



Geography



# Infusing Value at Every Step



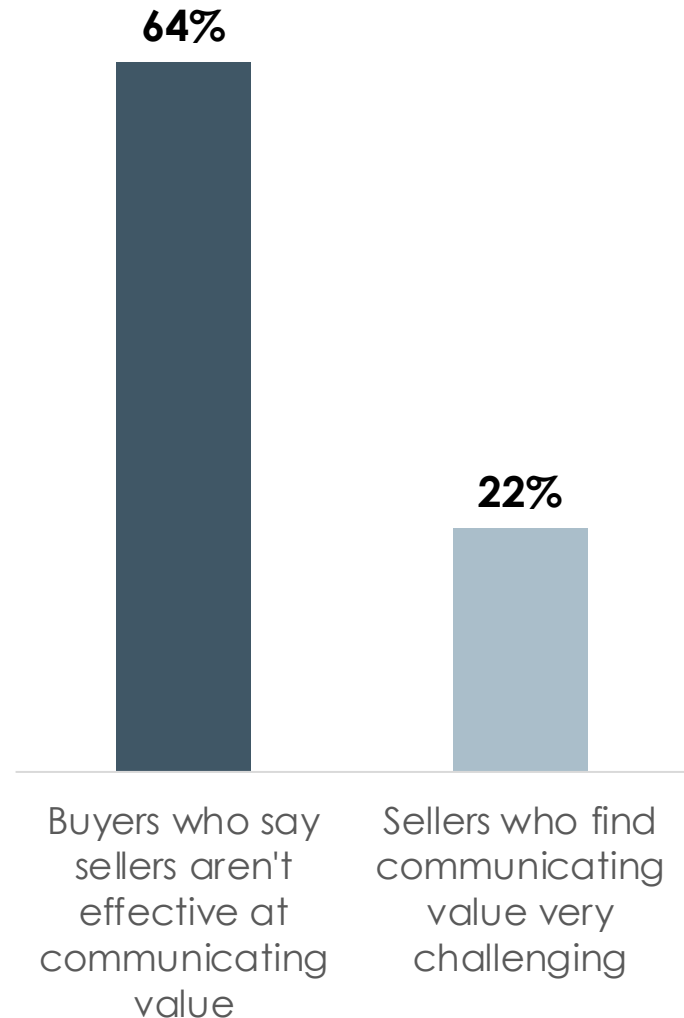
# 1. Value:

## Understand and Communicate It

- Sellers believe they're effective at communicating value; buyers disagree
- Buyers must:
  - Want and need what you're selling
  - See how you stand out
  - Believe you can deliver on your promises

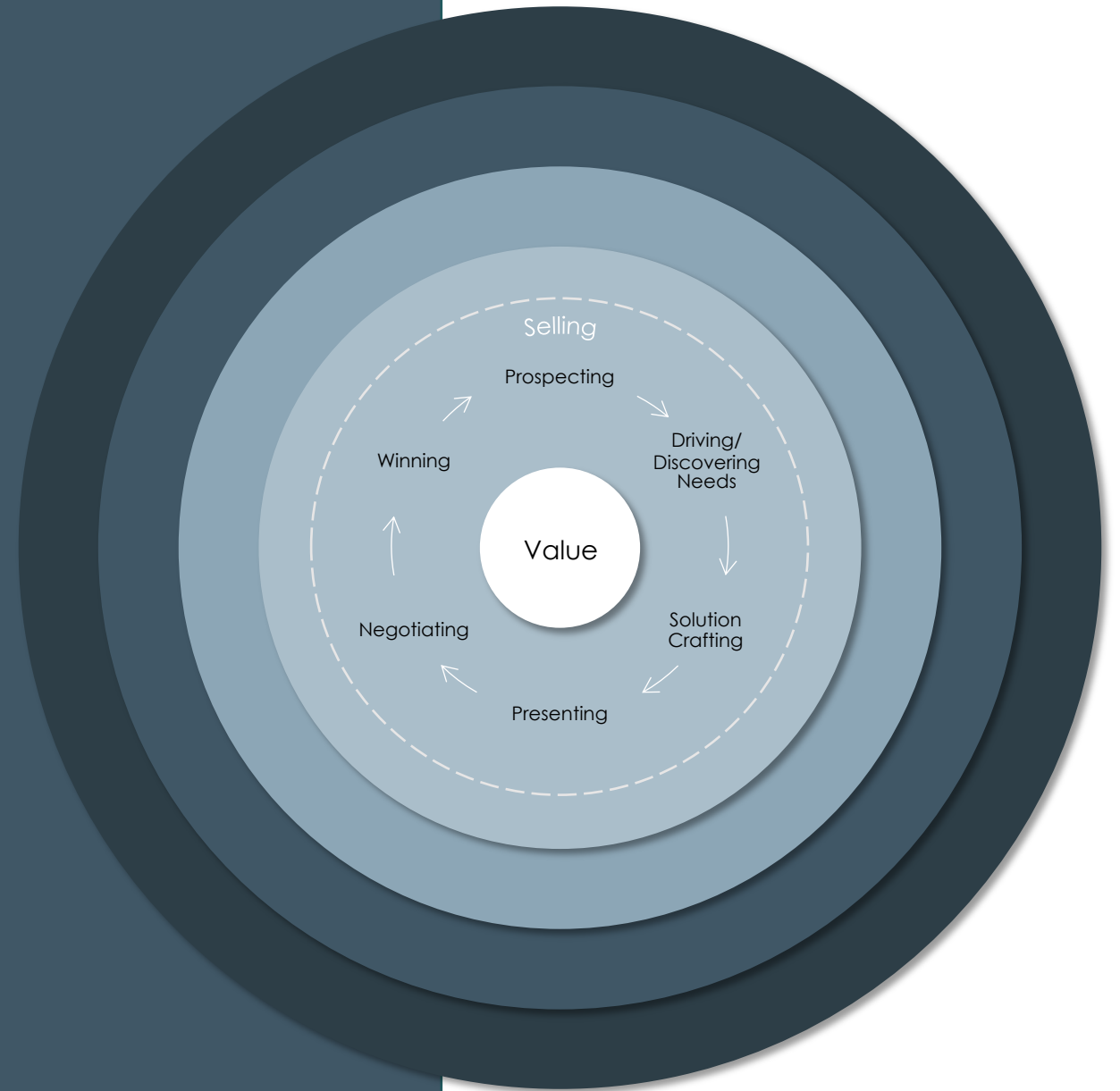
RAIN Group Center for Sales Research, Virtual Selling Skills & Challenges.

### Buyer Purchase Decision Factors



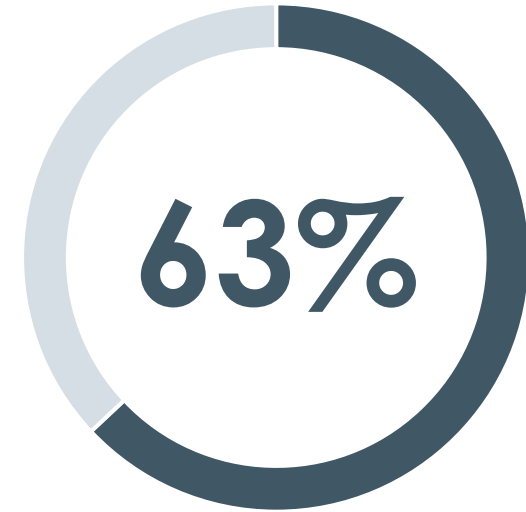


# Mastering Sales Skills



## 2. Prospecting: Build Your Referral Network

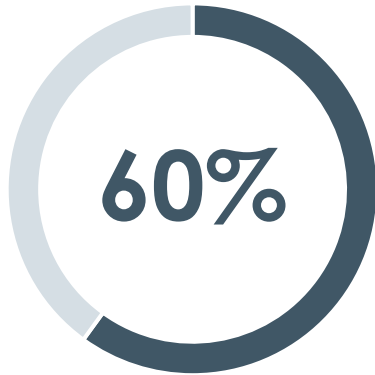
- Stay engaged with your contacts
- Give referrals to your contacts
- Provide valuable content your contacts can share with their networks



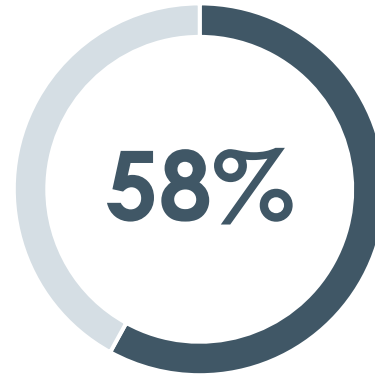
**Top Performing Sellers  
are 63% more likely  
to receive referrals**

### 3. Driving and Discovering Need: Lead Thorough Needs Discoveries

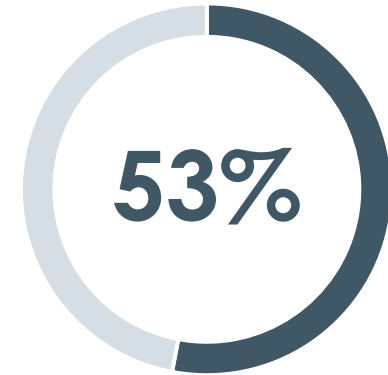
Top-Performing Sellers are more likely to...



**Change buyer thinking  
about needs**



**Lead thorough needs  
discoveries**



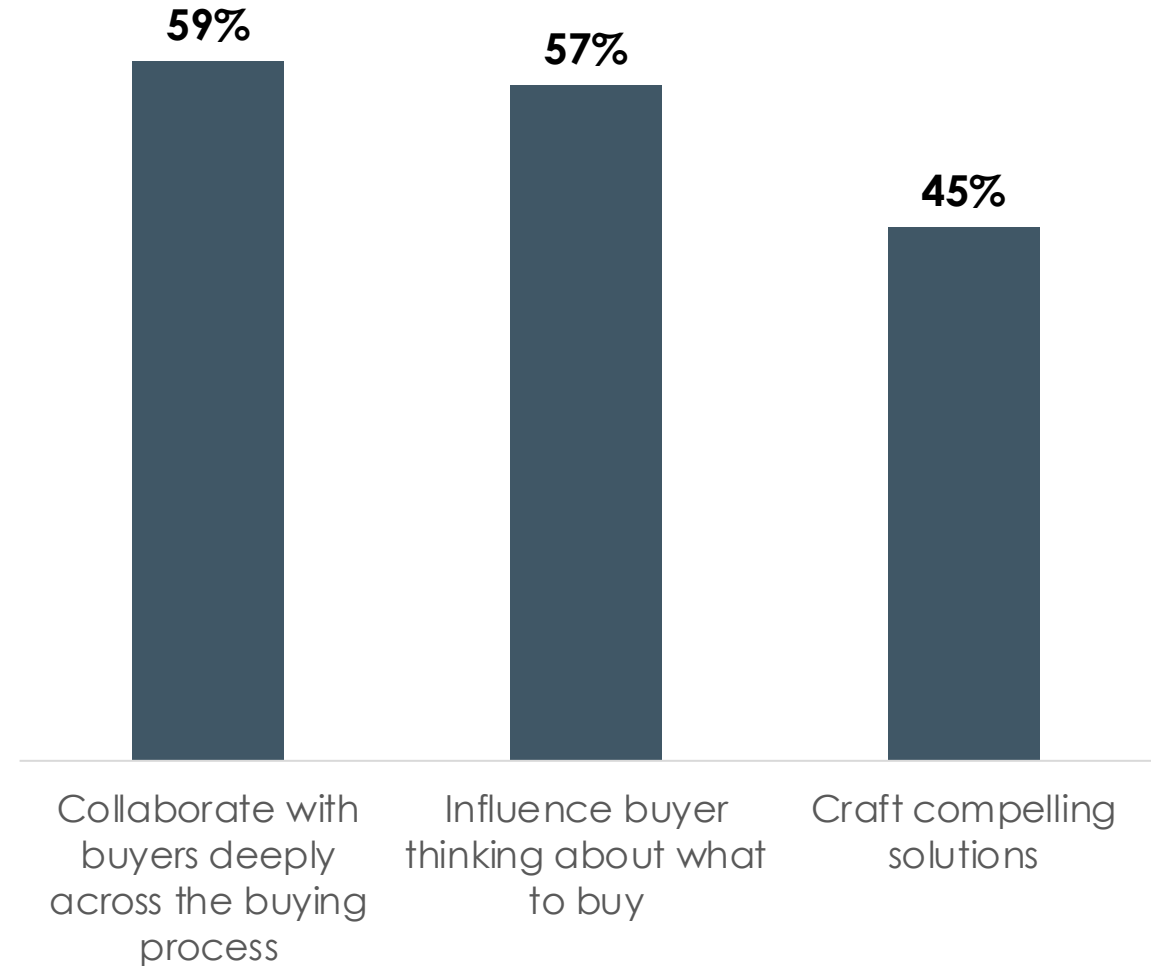
**Be patient and allow all  
needs to surface**

RAIN Group Center for Sales Research, The Top-Performing Seller.

## 4. Solution Crafting: Collaborate with Buyers

- Collaboration leads to ownership
- Get the buyer involved in calculating ROI and other numbers
- Provide guidance, support, and ideas along the way

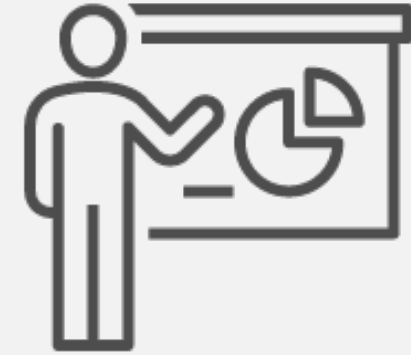
**Top-Performing Sellers are more likely than The Rest to...**



RAIN Group Center for Sales Research, The Top-Performing Seller.

## 5. Presenting: Create Impactful Presentations

- **Before:** Know your logistics, who you're presenting to, and the competition
- **During:** Involve everyone, be prepared to engage and answer questions
- **After:** Follow-up, set next steps



Top-Performing Sellers are

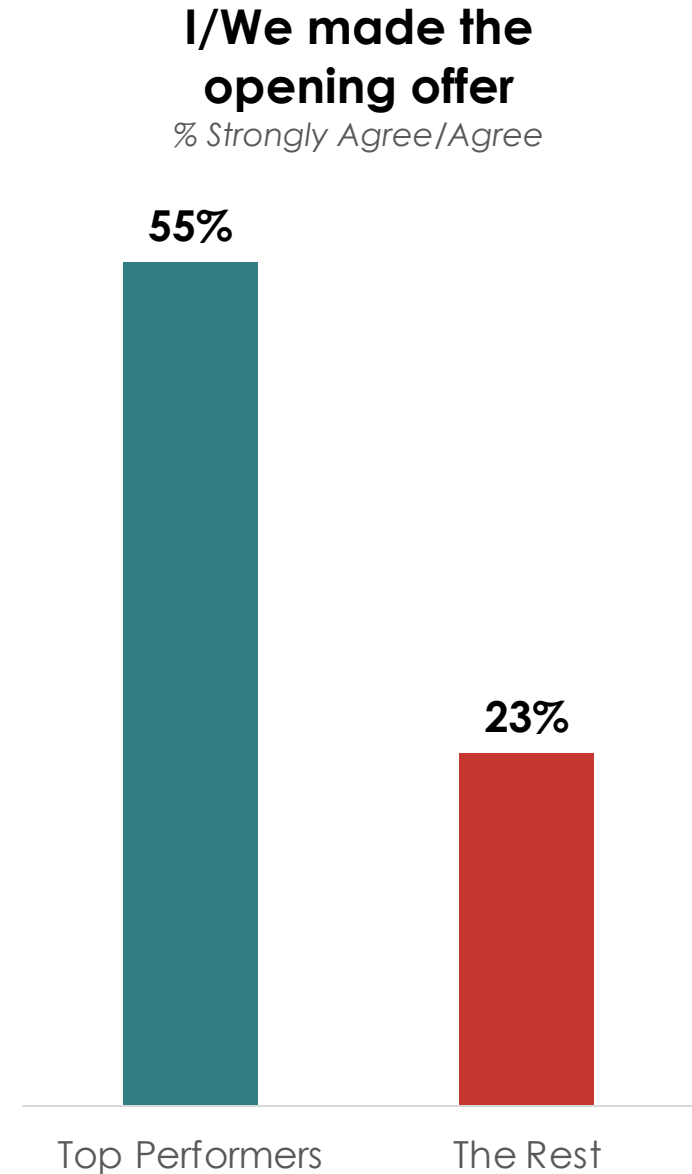
**65%**

more likely to lead effective  
proposal and  
finalist presentations

## 6. Negotiating: Lead Negotiations

- Set the agenda
- Go first with offers and ideas
- Keep things on track

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

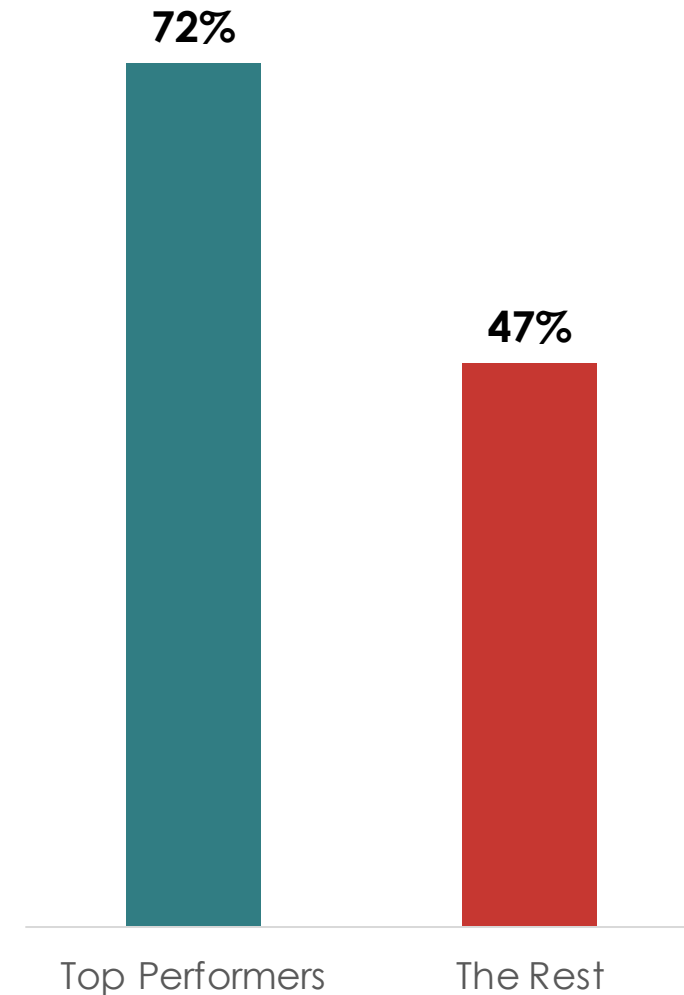


## 7. Winning: Gain Commitment

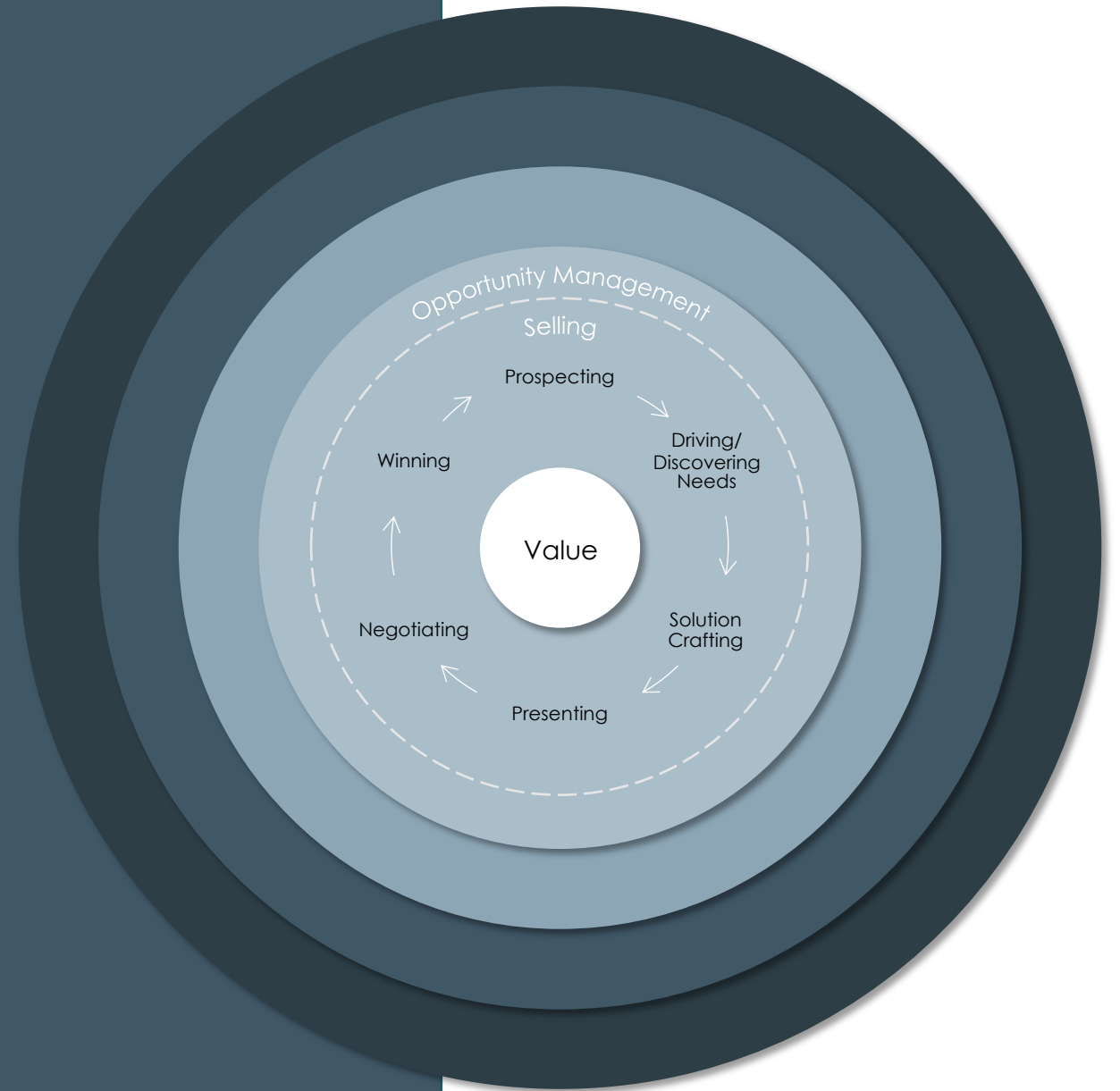
- Work to overcome buyer objections
- Build a sense of urgency for your buyers

RAIN Group Center for Sales Research, The Top-Performing Seller.

### Average Proposal Win Rate



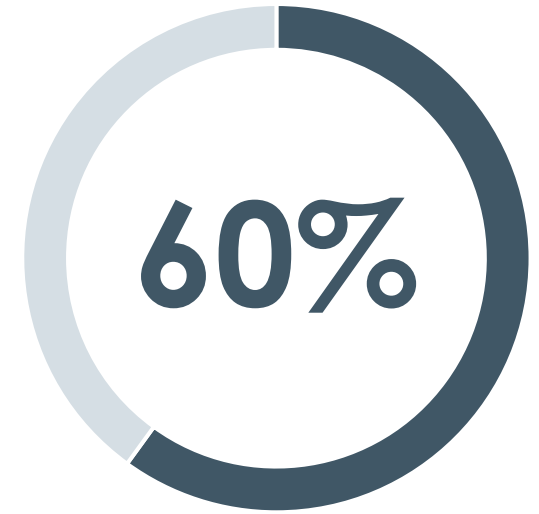
# Managing Opportunities





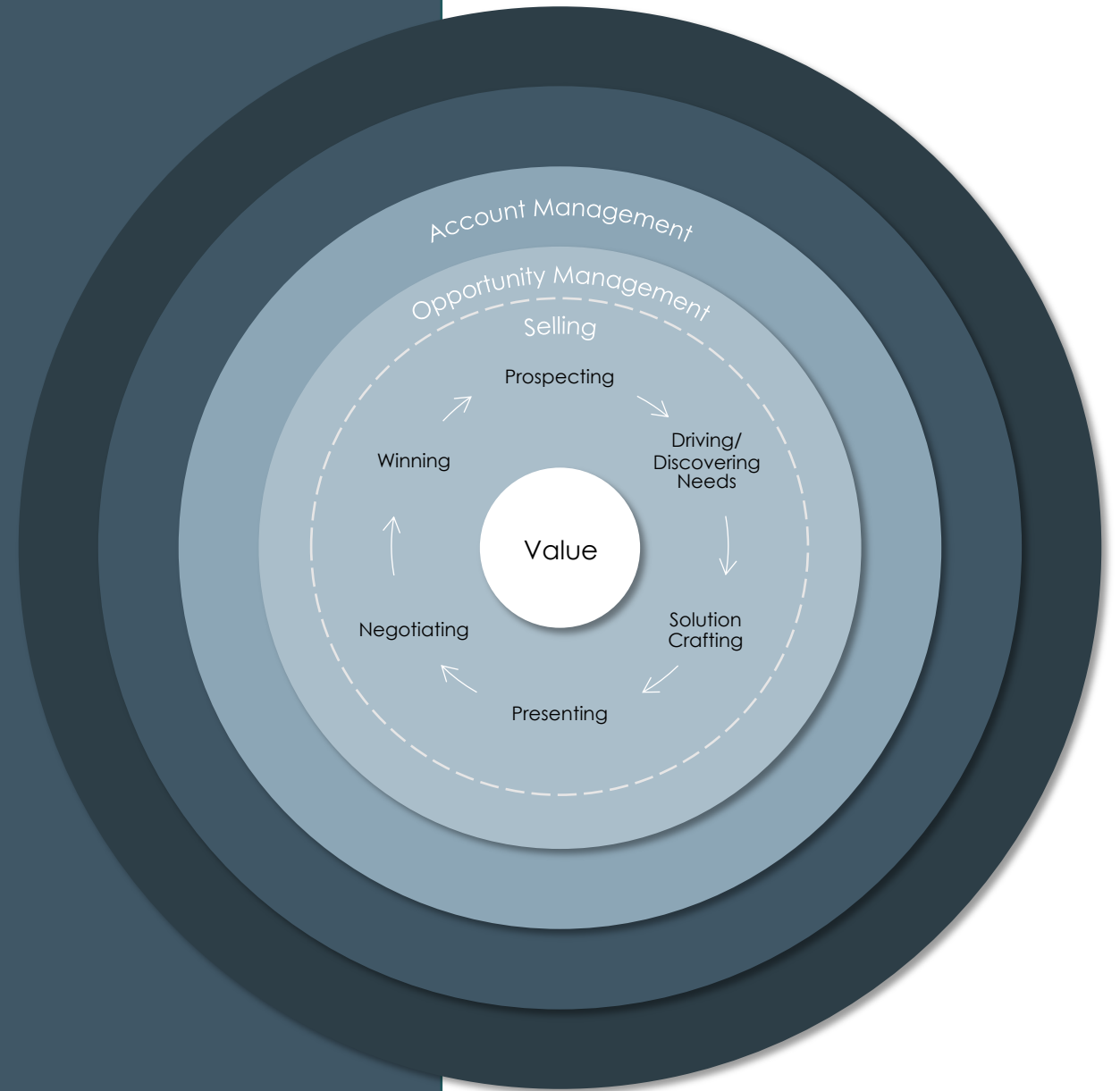
## 8. Opportunity Management: Align to the Buying Process

- Adjust your communication to your buyer's buying process
- Understand where in the buying process buyers have brought you in
- Learn your competitive position



**Top Performing Sellers are  
60% more likely to adjust their  
selling process to better align  
with the buying process**

# Driving Account Growth

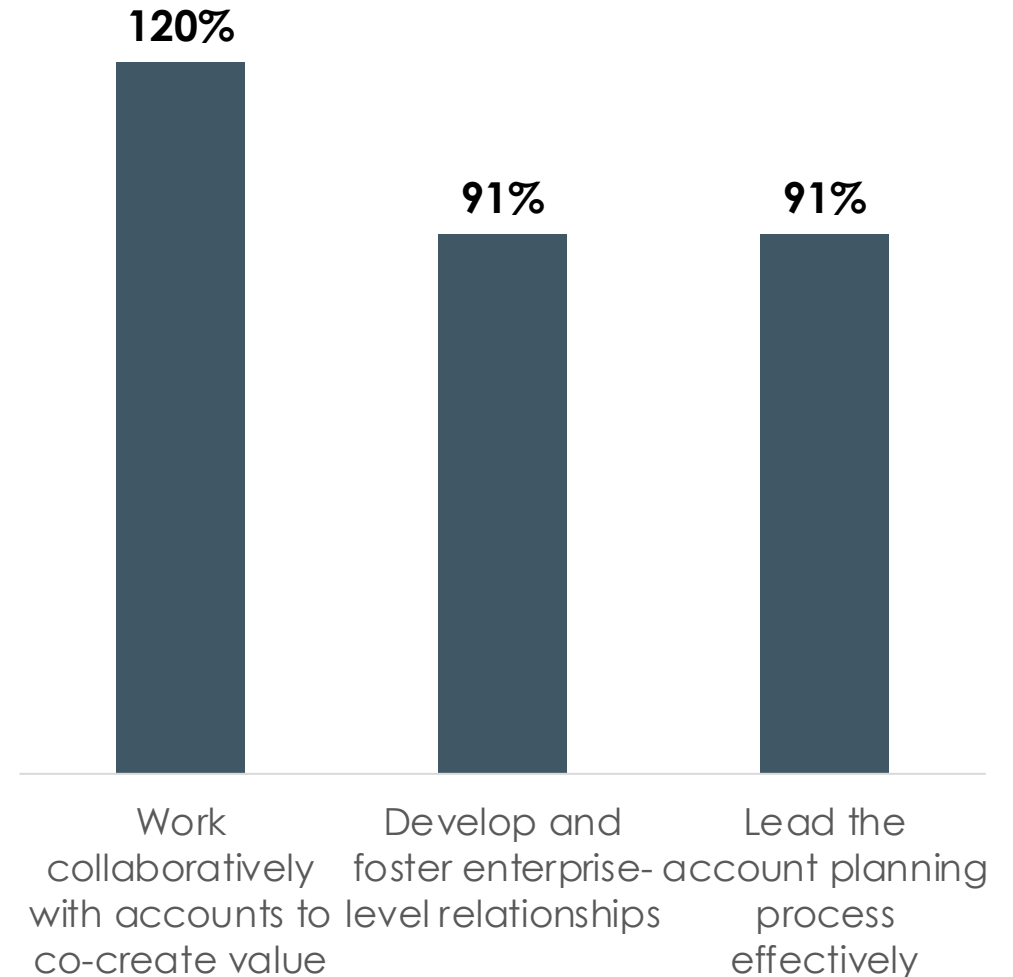


## 9. Account Management: Proactively Grow Key Accounts

- Track trends that affect your key accounts
- Identify decision roles
- Build buyer champions
- Sell your full suite of capabilities

RAIN Group Center for Sales Research, The Top-Performing Seller.  
RAIN Group Center for Sales Research, Top Performance in Strategic Account Management.

**Top-Performing Sellers are more likely than The Rest to...**



# Succeeding with People



## 10. Influences: Educate Buyers with New Ideas

- Come to the table with research and insight
- Go beyond your buyer's stated needs
- Guide buyers out of their comfort zones



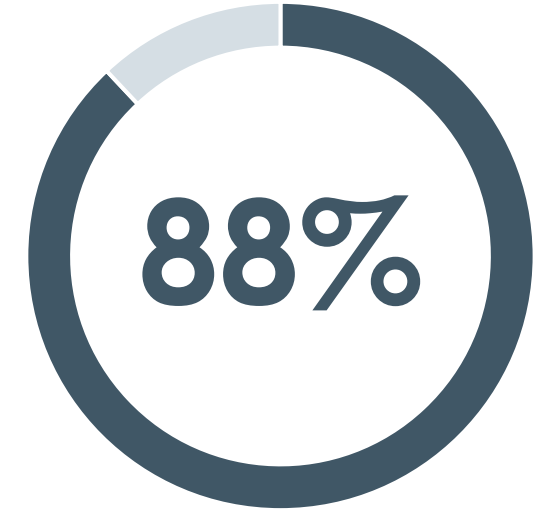
**64%**

of buyers say that a seller's ability to educate them on new ideas and perspectives influences their purchasing decision

# 11. Relationships:

## Be a Resource for Buyers

- Deliver value in the selling process
- Be responsive
- Connect and engage with buyers well after the initial sale

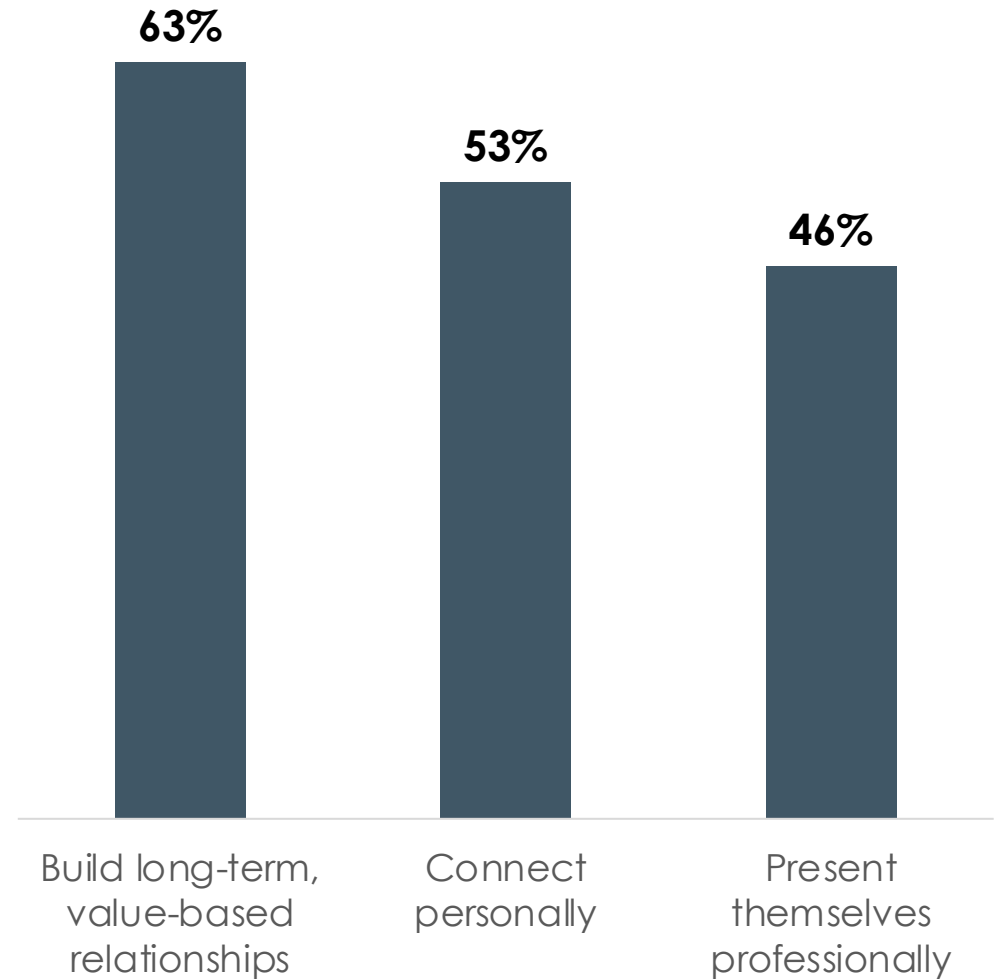


**Top Performing Sellers are  
88% more likely to inspire  
buyers to reach out  
for advice**

## 12. Relationships: Develop Rapport

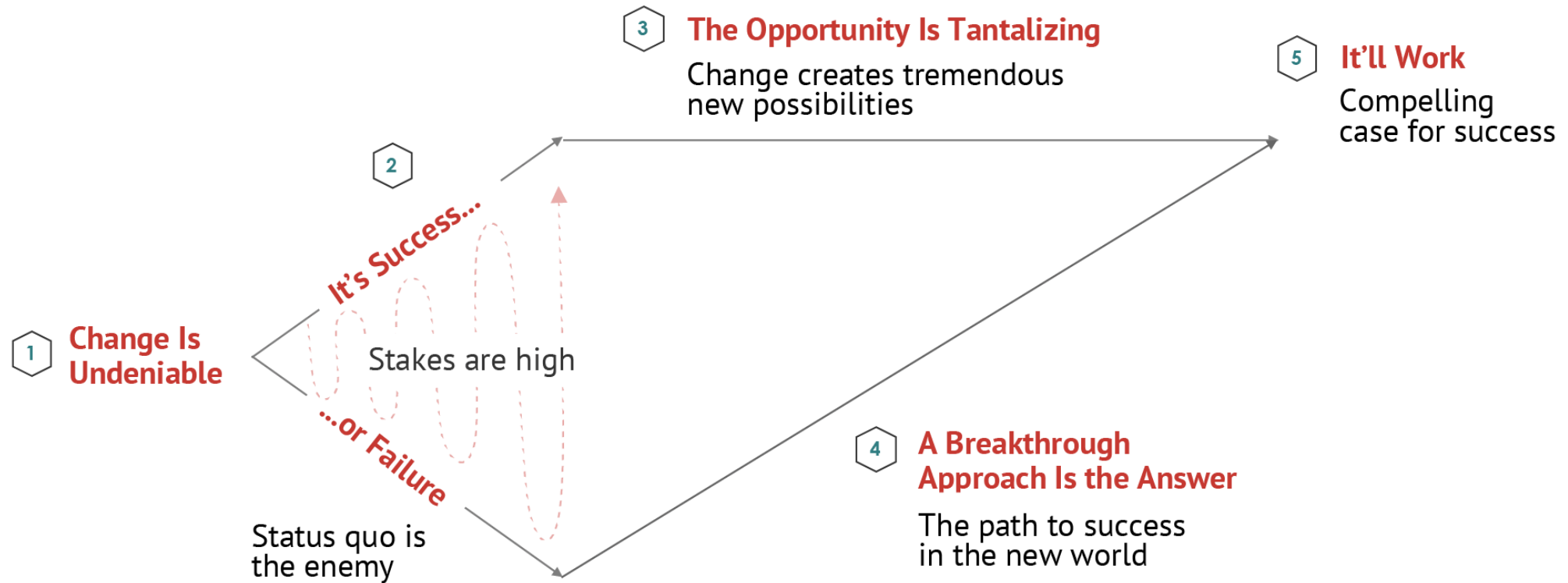
- Rapport-building is a sales skill that can be developed like any other
- Stay authentic and consistent
- Listen actively and be in tune with your buyer's needs

**Top-Performing Sellers are more likely than The Rest to...**



RAIN Group Center for Sales Research, The Top-Performing Seller.

# 13. Conversations: Tell a Convincing Story



1. Why Act?

2. Why Now?

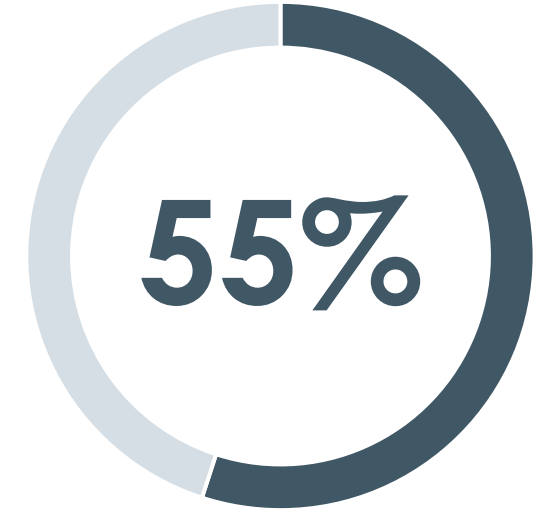
3. Why Us?

4. Why Trust?



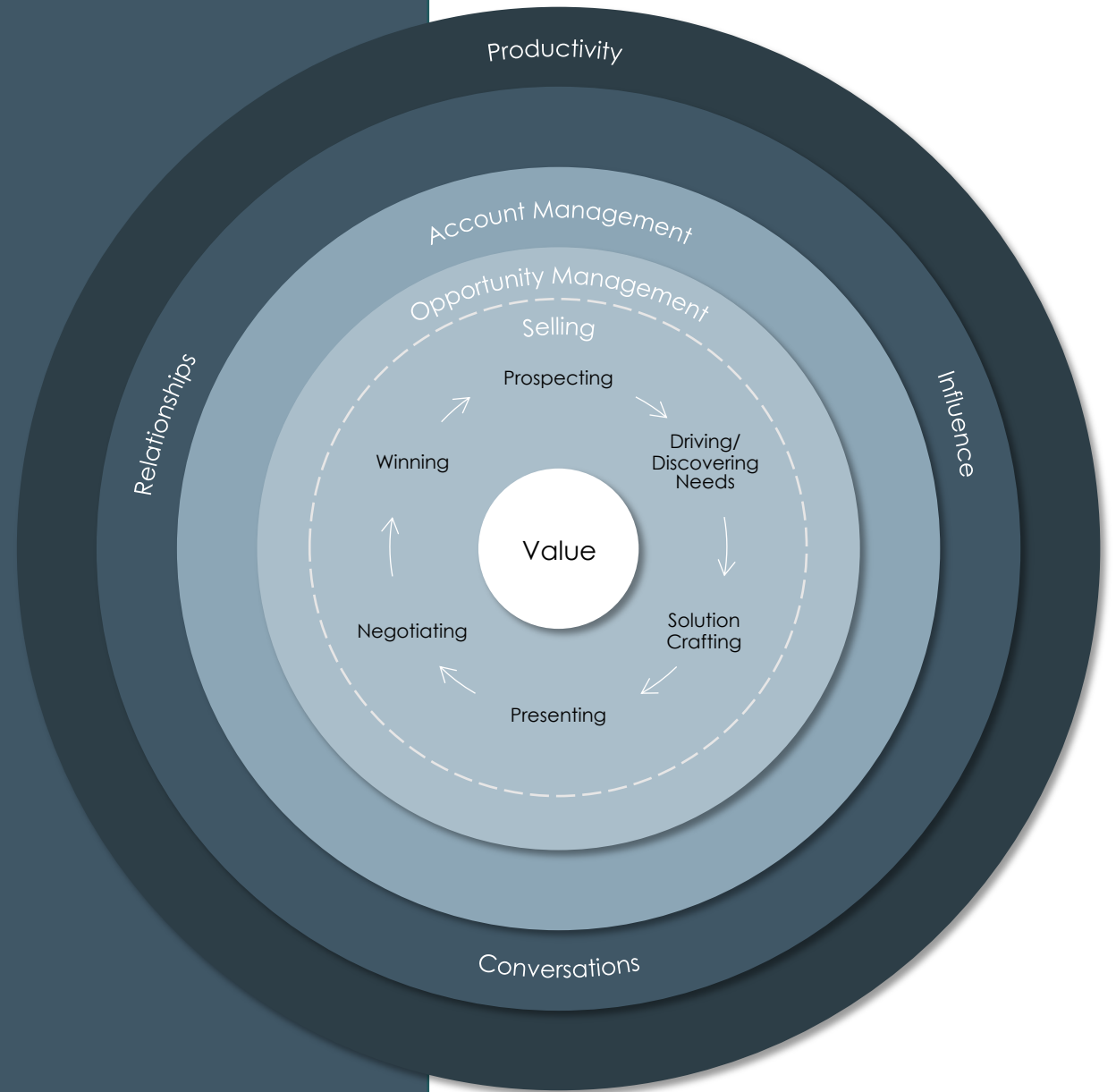
## 14. Conversations: Stand Out in 3 Ways

- **Resonate** by communicating a strong ROI and value case
- **Differentiate** yourself versus competitors or other alternatives
- **Substantiate** by demonstrating past success and inspiring confidence in buyers



**Top Performing Sellers are  
55% more likely to excel at  
making a compelling  
differentiation case**

# Maximizing Personal Effectiveness



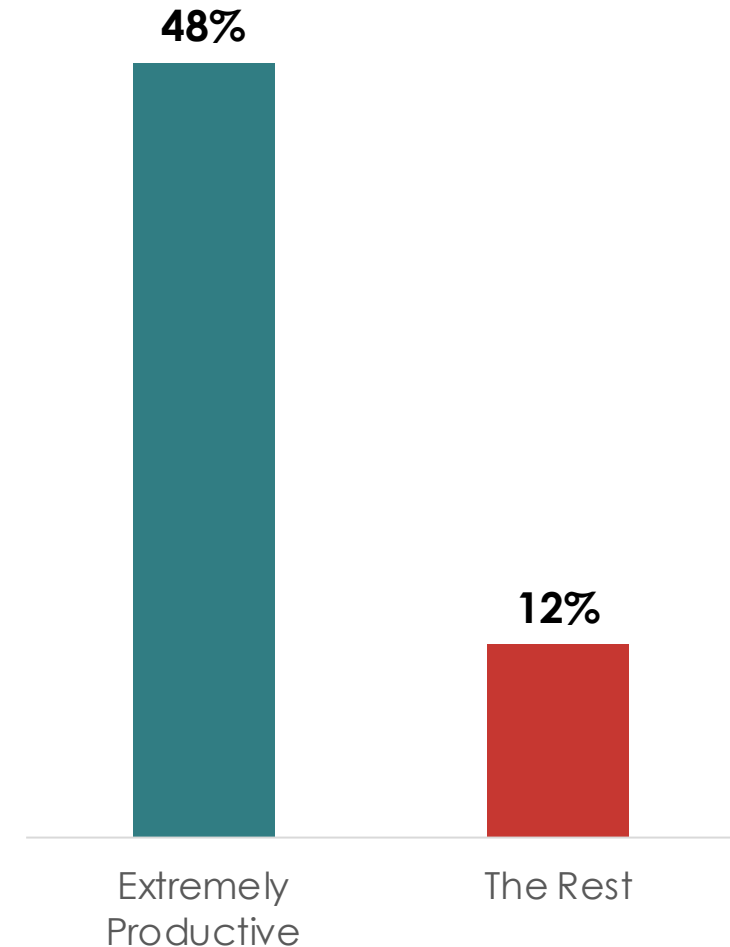
## 15. Productivity: Establish Your GIA

- Make your Greatest Impact Activity (GIA) your top priority
- Doesn't have to be in the morning; should be when your energy is highest

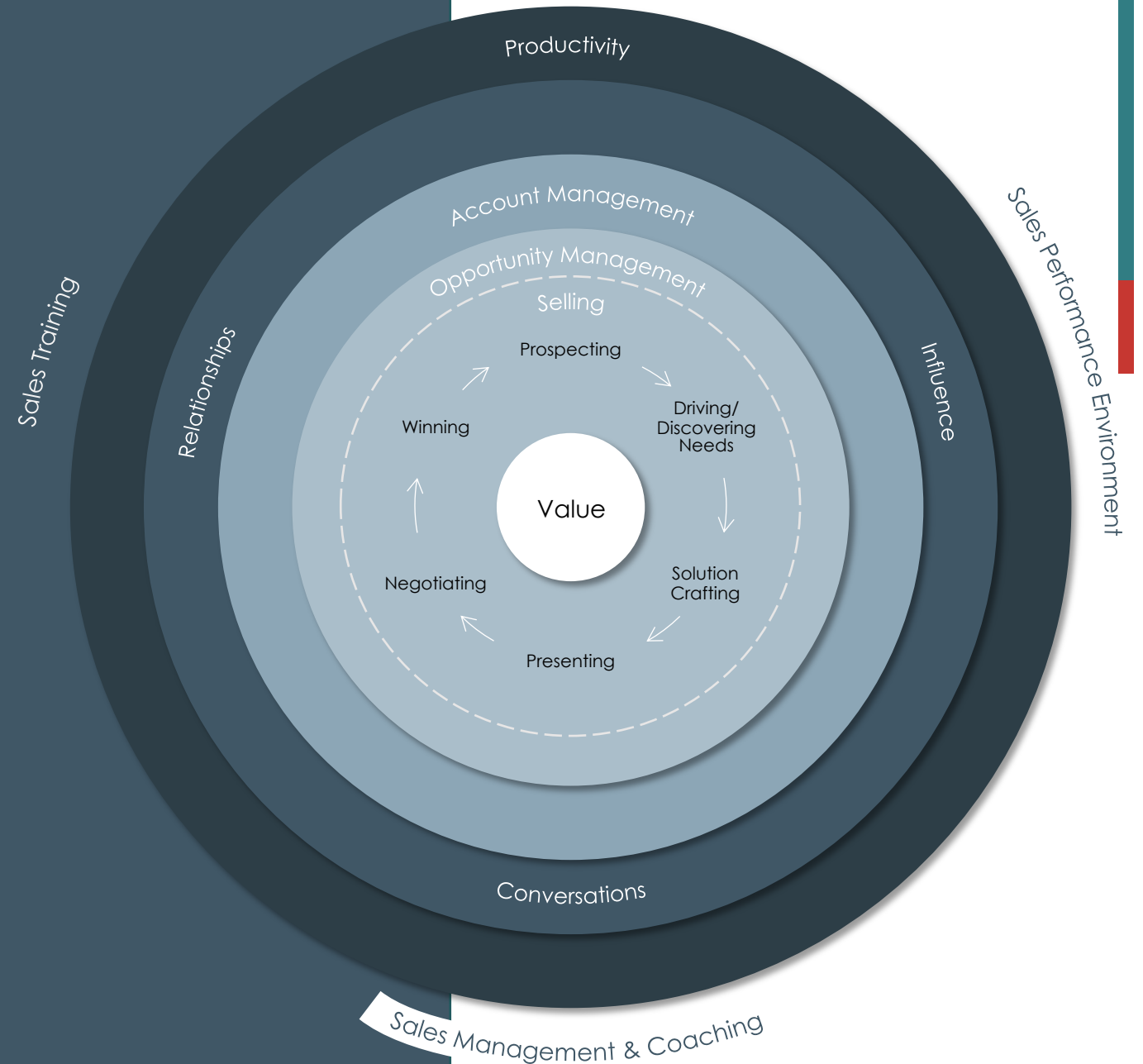
RAIN Group Center for Sales Research, Extreme Productivity.

### I start my day with my Greatest Impact Activity

*% Very Much Like Me*



# Influencing Sales Performance



# 16. Sales Performance Environment: Identify Factors Affecting Performance

- Identify the factors that make the biggest difference at your organization
- Evaluate the efficacy of sales managers
- Discover individual seller motivations

## Factors Affecting Performance

*% Strongly Agree/Agree*



RAIN Group Center for Sales Research, The Top-Performing Sales Organization.

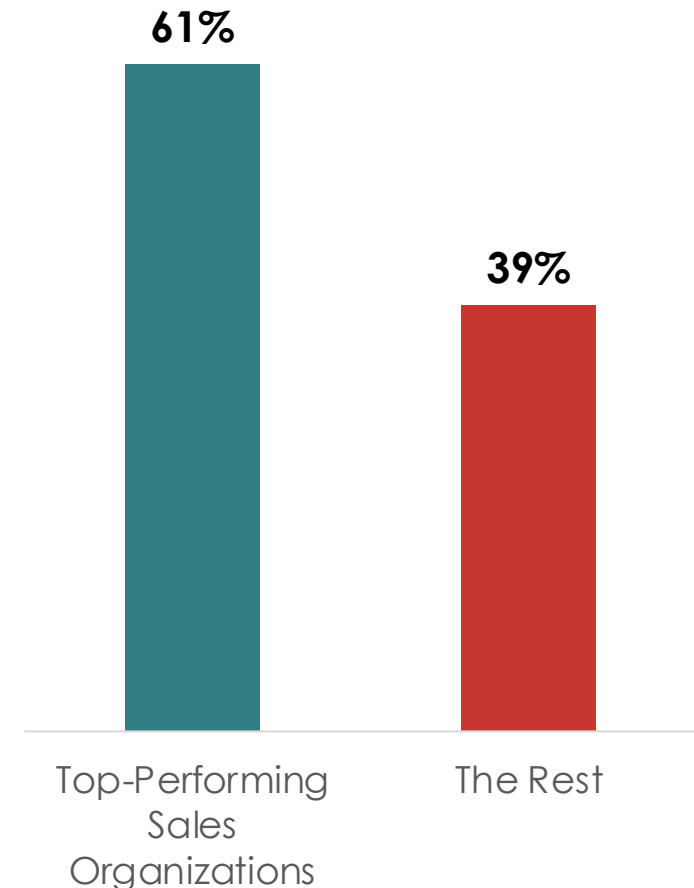
# 17. Sales Performance Environment: Measure Your Results

- Track both your lead and lag measures
- **Lead Measures:** Activities or behaviors likely to drive desired outcomes
  - Pipeline growth
  - Sales activity (# calls, # meetings)
- **Lag Measures:** The ultimate result of actions taken
  - Win rates on proposed sales
  - Average sale/order value

RAIN Group Center for Sales Research, The Top-Performing Sales Organization.

## Managing and Tracking Metrics Allows Us to Improve Performance

*% Strongly Agree/Agree*



## 18. Sales Management and Coaching:

### Establish a Rhythm of Sales Coaching

- Many managers don't find time for sales coaching or feel as if their sellers will seek them out when needed
- Provide coaching to all sellers
- Make your coaching deliberate, specific, and collaborative



Top Performers are

**51%**

more likely to receive a regular schedule of coaching

# 19. Sales Management and Coaching:

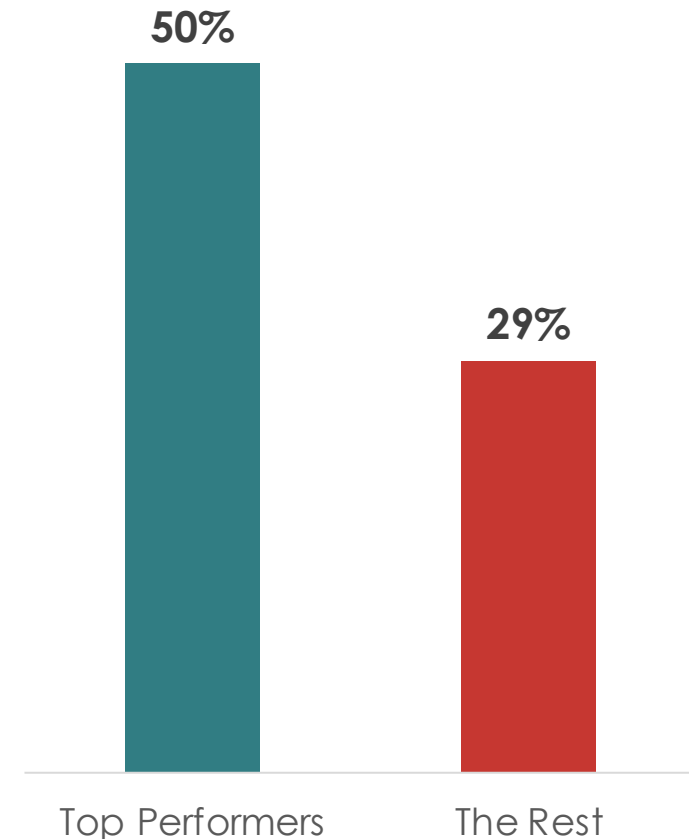
## Understand the Power of Motivation

- Learn what motivates your sellers and help them sustain it
- Factors that affect motivation:
  - Culture & company
  - Management
  - Intrinsic motivators
  - Goal execution

RAIN Group Center for Sales Research, The Top-Performing Sales Manager.

### Manager Motivates Sellers for High Productivity and Performance

*% Strongly Agree*

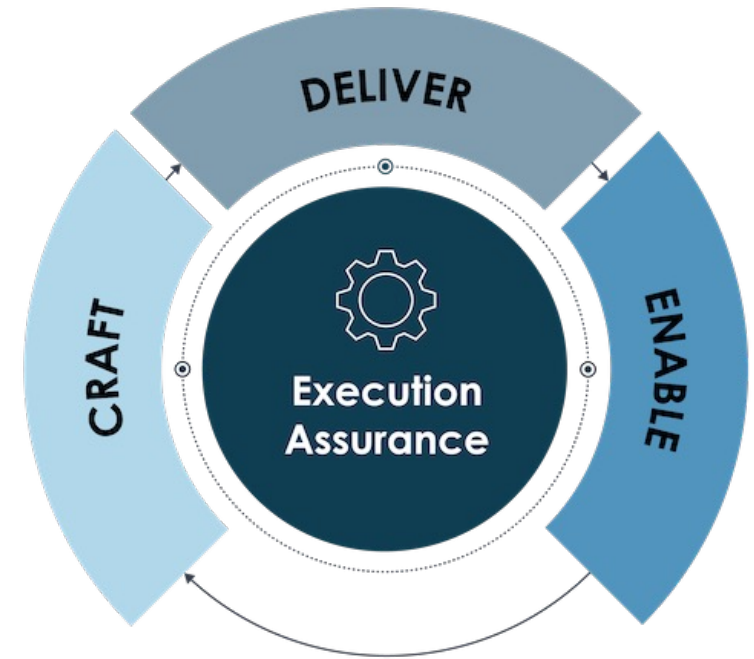




## 20. Sales Training: Drive Change

Successful sales training is based on three key pillars:

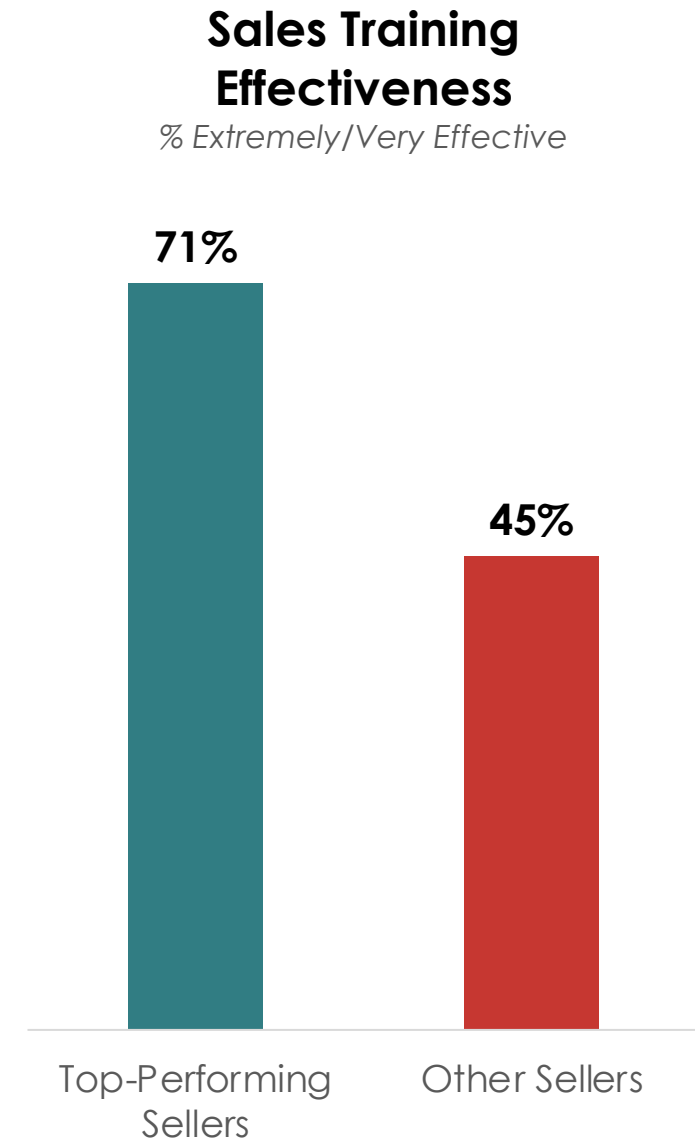
- **Craft:** Identify the metrics you want to drive and make a plan to get there
- **Deliver:** Design and execute training that helps sellers apply skills immediately
- **Enable:** Coach sellers, reinforce training, and track results



## 21. Sales Training: Make Training Effective

- Build training to be applicable and reinforced over time
- Tailor training to match your industry, sales team, and goals
- Create opportunities for collaboration and interaction

RAIN Group Center for Sales Research, The Top-Performing Seller.



# Additional Success Factors in 2024



## 22. Leverage AI: Find a Starting Point

- Many sales professionals are hesitant to adopt AI tools or aren't sure where to start
- Understand where AI can simplify your existing processes

### I/My team get(s) value by using AI in the sales process to...

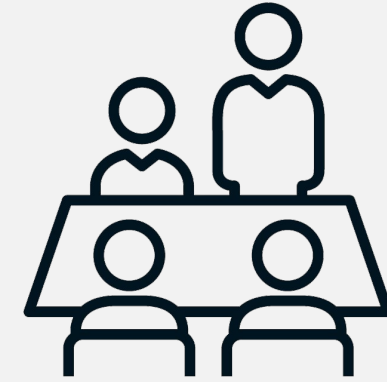
*% Strongly Agree/Agree*



RAIN Group Center for Sales Research, AI in the Sales Process.

## 23. Learn to Sell to Executive-Level Buyers: Adjust Your Communication Approach

- Expect skepticism
- Demonstrate expertise and build trust
- Always establish next steps



Top-Performing Sellers are

**1.4x**

more likely to inspire  
confidence and succeed with  
executive-level buyers

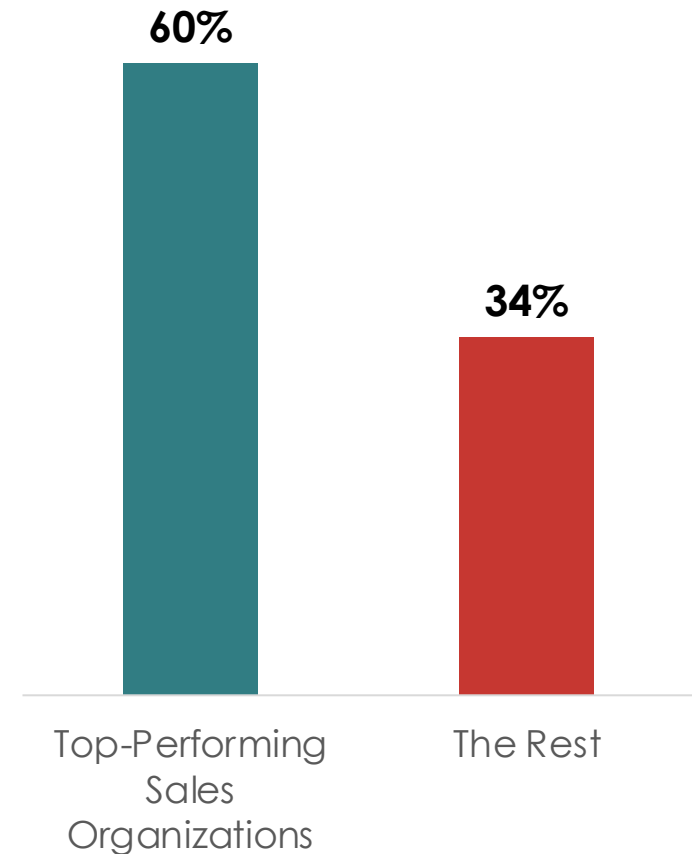
## 24. Assess Your Sellers: Identify Key Skill Gaps

- Use an assessment tool to identify areas that need improvement
- Define activities that will make the greatest impact over time
- Build an action plan with goals, schedules, tasks, costs, and accountabilities

RAIN Group Center for Sales Research, The Top-Performing Sales Organization.

### Effectiveness at Measuring Skills for Top Sales Performance

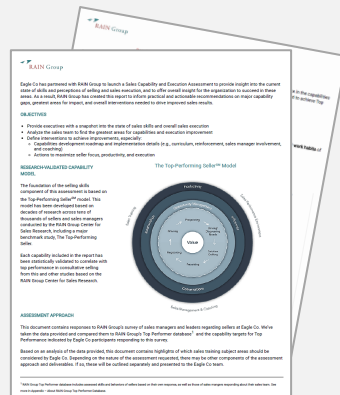
*% Strongly Agree/Agree*



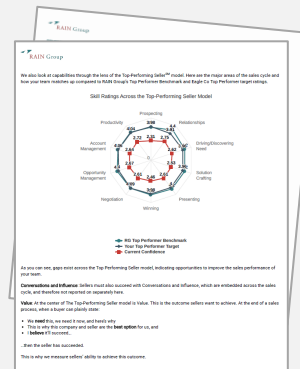
# Sales Capability and Execution Assessment

The RAIN Group Sales Capability and Execution Assessment is an assessment and advisory process, using our proprietary tools and research, through which we:

- **Benchmark your team** against our database of Top Performers and your top performance targets
- **Identify areas of improvement** through analysis and advisory
- **Create a specific plan** for improving sales and sales management skills, execution, and results



Where are we now? What's holding us back?



Where do we need to be?



What skills and actions will get us there?

**Bottom line:**  
**You'll gain clear guidance and confidence on what to do to improve sales performance.**

# Thank you!

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