Top Performers create conversations with ideas & insights using the must-know stats from our research and analysis. The code on what works in prospecting today. Here we highlight the groundbreaking work from the RAIN Group Center for Sales Research. It's more difficult than ever to break through and get meetings. Based on our new benchmark report, Nothing has changed more in sales in the last decade than prospecting. Sales Prospecting Benchmark Report.

Source: Mike Schultz, Bob Croston, and Mary Flaherty, Top Performance in Sales Prospecting.

What factors influence buyers' ultimate purchase decision?

- Buyers want to talk to sellers and they want to talk to them early.
- A response from a buyer likely hinges on the relevance of the message.
- Players like Top Performers often establish conversations, demos, etc.
- Converting cold meetings into sales with value.
- Buyers are busy. A well-written, relevant message is key.
- Researching a buyer's company and industry is a great way to show expertise.
- Insight-oriented sellers are more likely to see a 5x increase in revenue.
- 82% of buyers have accepted a phone call; buyers prefer to be contacted by phone.
- Buyers want emails that pertain to their company and industry.
- C-level and VP buyers prefer to be contacted by phone.
- 77% of sellers say sending only personalized messages increases sales.
- 1-to-1 emails manually after doing research providers on LinkedIn is an effective tactic.
- IT TAKES on average 56% of sales meetings are not valuable to buyers.
- 71% of sales meetings are significant more likely to have high-quality meetings.
- 67% of top-performing organizations met or exceeded their company's sales goals.

Top Performers in Sales Prospecting:

- Win rates are significantly higher.
- 48% of Top Performers AND 8 touches for The Rest to generate a meeting or other conversion.
- The Rest: 81% of top-performing organizations met or exceeded their company's sales goals.
- You have 5-10 minutes to deliver to me your insights.
- Sellers are open to new ideas in the earliest part of their buying process.
- View of sellers when they are looking for new ideas to drive stronger business results.
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- This is your opportunity to educate me about your insights.
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- 80% of sellers say sending only relevant messages increases sales.
- 71% of sales meetings are significant more likely to have high-quality meetings.
- 82% of buyers want a phone call. Perfect your value proposition.
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- To be a Top Performer? Strive to prospect the way Top Performers do and you'll be on target.
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