

8 WAYS TO MAXIMIZE B2B SALES

The last several years have been economically challenging. With many relying on sales to overcome revenue and growth challenges, the question is:

Where should you focus to get the biggest bang for your buck?

We highlight 8 areas below that will benefit from time, resources, and attention no matter what's happening externally.

- TOP-PERFORMING SELLERS...**
- Meet their annual goals
 - Have challenging goals
 - Have > 50% win rate on proposed sales
 - Achieve premium pricing

1 DRIVE Value

Top Performers focus on, create, and communicate value more strongly to buyers.

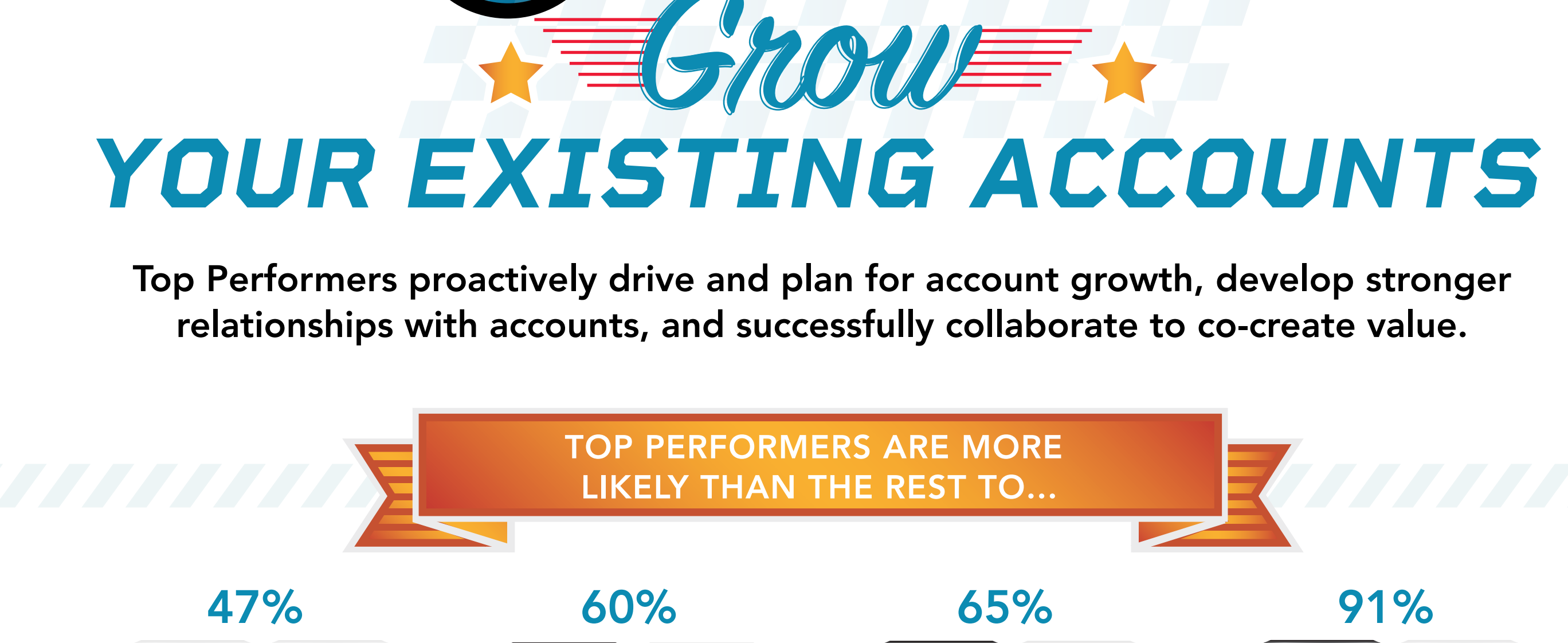
TOP PERFORMERS ARE MORE LIKELY THAN THE REST TO...



2 IMPROVE SKILLS Across the Sales Cycle

Top Performers have stronger skills in key areas across the sales cycle.

TOP PERFORMERS ARE MORE LIKELY THAN THE REST TO...



3 Grow YOUR EXISTING ACCOUNTS

Top Performers proactively drive and plan for account growth, develop stronger relationships with accounts, and successfully collaborate to co-create value.

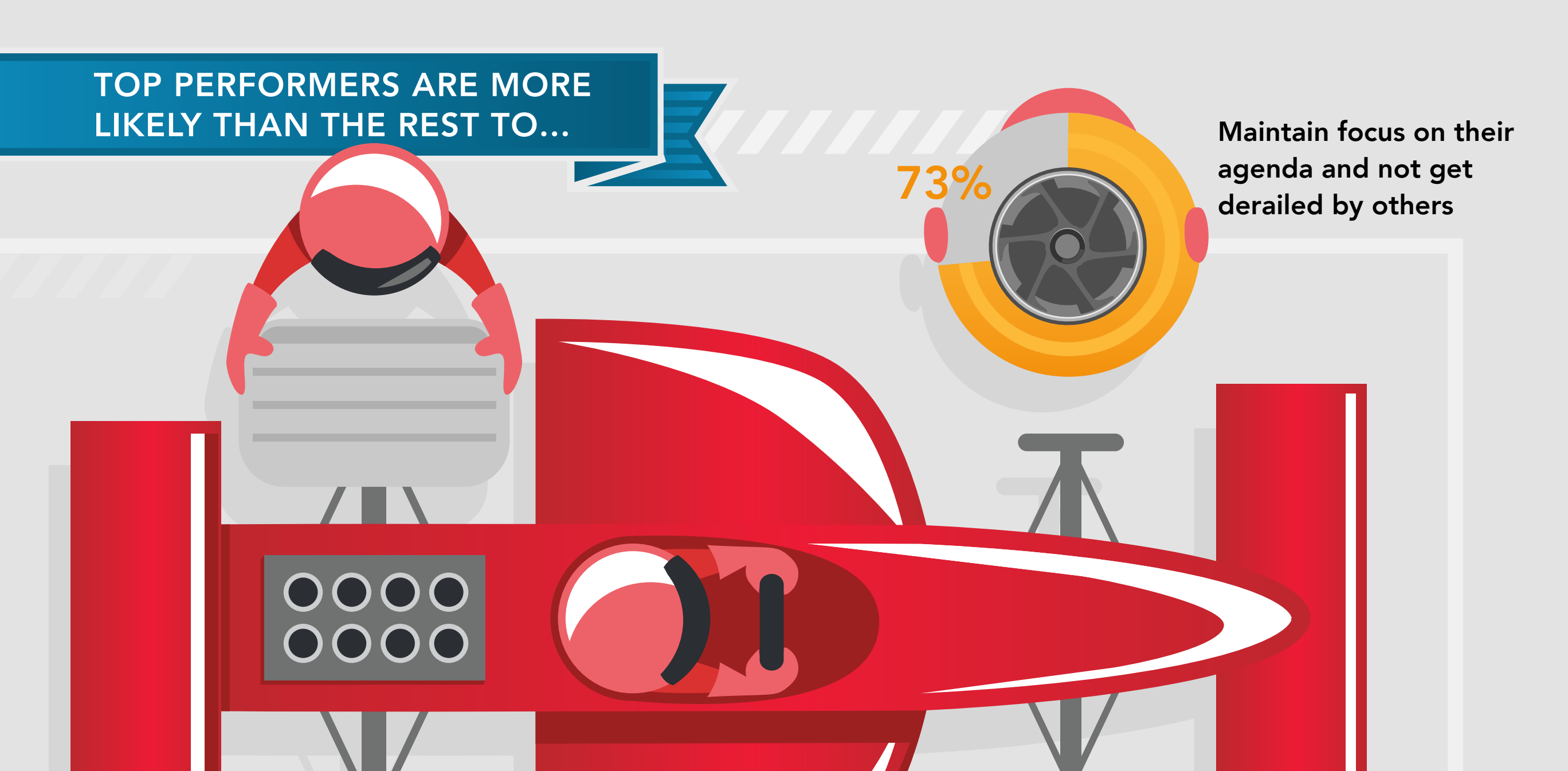
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4 Succeed WITH PEOPLE

Top Performers have better sales conversation skills, better relationship development skills, and are more influential.

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5 Increase PRODUCTIVITY

Top Performers exhibit key productivity and time-management behaviors so they are overall more productive.

TOP PERFORMERS ARE MORE LIKELY THAN THE REST TO...



6 DELIVER Effective Sales Training

Top-Performing Sellers get better training and have stronger skills than other sellers.

SELLERS WITH EXTREMELY/VERY EFFECTIVE SALES TRAINING ARE MORE LIKELY TO EXCEL AT:



7 Develop YOUR SALES MANAGERS

Effective sales managers play a major role in supporting top performance in sellers of all experience levels.



8 CREATE AN ENVIRONMENT OF Sales Excellence

Top Performers are supported by organizations that prioritize and invest in sales performance improvement.

When our company leaders set a priority, the priority gets done



GET YOUR SALES TEAM on Track

RAIN Group can help you unleash your performance across these areas. Contact us today to discover how building a custom curriculum for your team can help you pave the way to growth.

CONTACT US

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Sources:
1. The Top-Performing Seller Benchmark Report, RAIN Group Center for Sales Research.
2. The Top-Performing Sales Manager Benchmark Report, RAIN Group Center for Sales Research.
3. The Top-Performing Sales Organization Benchmark Report, RAIN Group Center for Sales Research.