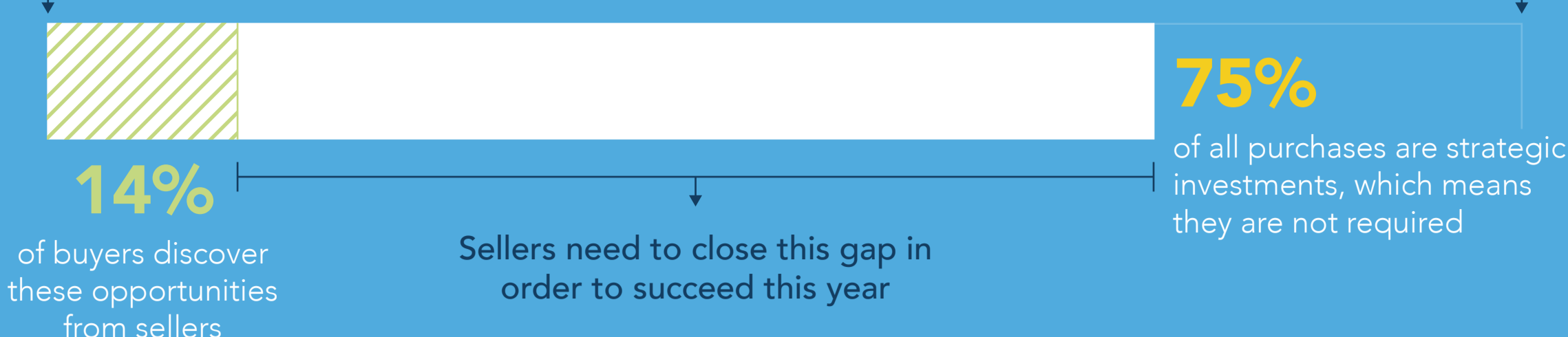


THE SALES LEADERS' GUIDE TO B2B Sales Growth

Sales Opportunities Are Out There



If you want to grow your sales this year, the opportunities are out there. Focus on the following 5 areas for sales growth in the year ahead.

1 IMPLEMENT A VALUE-BASED SELLING PHILOSOPHY

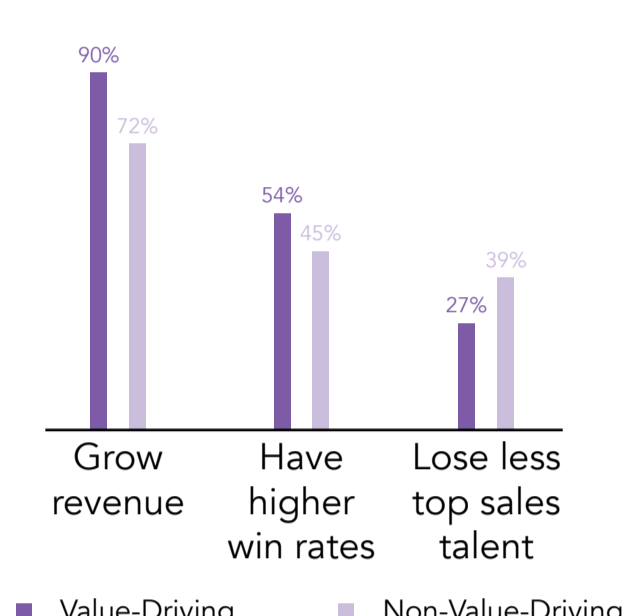
You need a sales team equipped with the skills to bring value to the table over and above your products and services. Most sellers do not deliver. Those who do differentiate and experience much greater success.

Buyers want sellers who:

- Connect**
 - ★ With them personally
 - ★ The dots between needs and solutions
- Convince**
 - ★ Seller is best choice
 - ★ Solution will yield maximum ROI
 - ★ There is minimum risk
- Collaborate**
 - ★ Work well together
 - ★ Bring new insights and ideas

58% OF SALES MEETINGS AREN'T VALUABLE TO BUYERS

Value-Driving Sales Organizations are more likely to:



#1 Factor Separating Sales Winners from Second-Place Finishers

Winners bring ideas and insights to buyers in the buying process

Only 36% of organizations have sellers with the skills to do this consistently

2 INVEST IN EFFECTIVE SALES TRAINING

Across the board, Elite and Top Performers are more likely to prioritize training and invest in it. In turn, their sellers are much more likely to have the knowledge and expertise they need to find and win business consistently.



ONLY 17% OF COMPANIES REPORT THAT THEIR SALES TRAINING IS EFFECTIVE

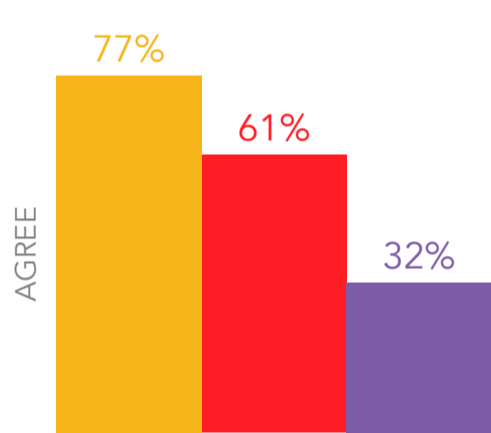
TOP PERFORMING SALES ORGANIZATIONS ARE NEARLY 2X AS LIKELY TO HAVE EFFECTIVE TRAINING

3 GROW EXISTING ACCOUNTS

Most companies agree that there is significant opportunity to grow their existing accounts. Few companies are able to capitalize on this opportunity.

The #1 Difference between Top Performing Sales Organizations and The Rest

Ability to maximize sales to existing clients



Our sales organization is effective at maximizing sales to existing clients

Top Performers in Strategic Account Management Achieve Better Results



Making phone calls to existing customers is the most effective prospecting tactic. Top Performers are significantly more likely to find this tactic effective.

Top Performers - 77%



The Rest - 46%



70% of companies have accounts willing to collaborate

The opportunity is there for your account managers!

SKILLS



66% of companies do not believe their managers have the skills needed to manage and coach sellers.

MOTIVATION



Elite Performers are 2.4X more likely than The Rest to agree that sales managers are effective at maximizing selling energy.

ACCOUNT MANAGERS



Only 27% of companies agree they have processes to coach their strategic account managers to be most effective.



Only 28% of companies agree they are effective at holding strategic account managers accountable.

4 INCREASE EFFECTIVENESS OF SALES MANAGERS

Sales management is one of the biggest areas of opportunity at even Top Performing Sales Organizations.

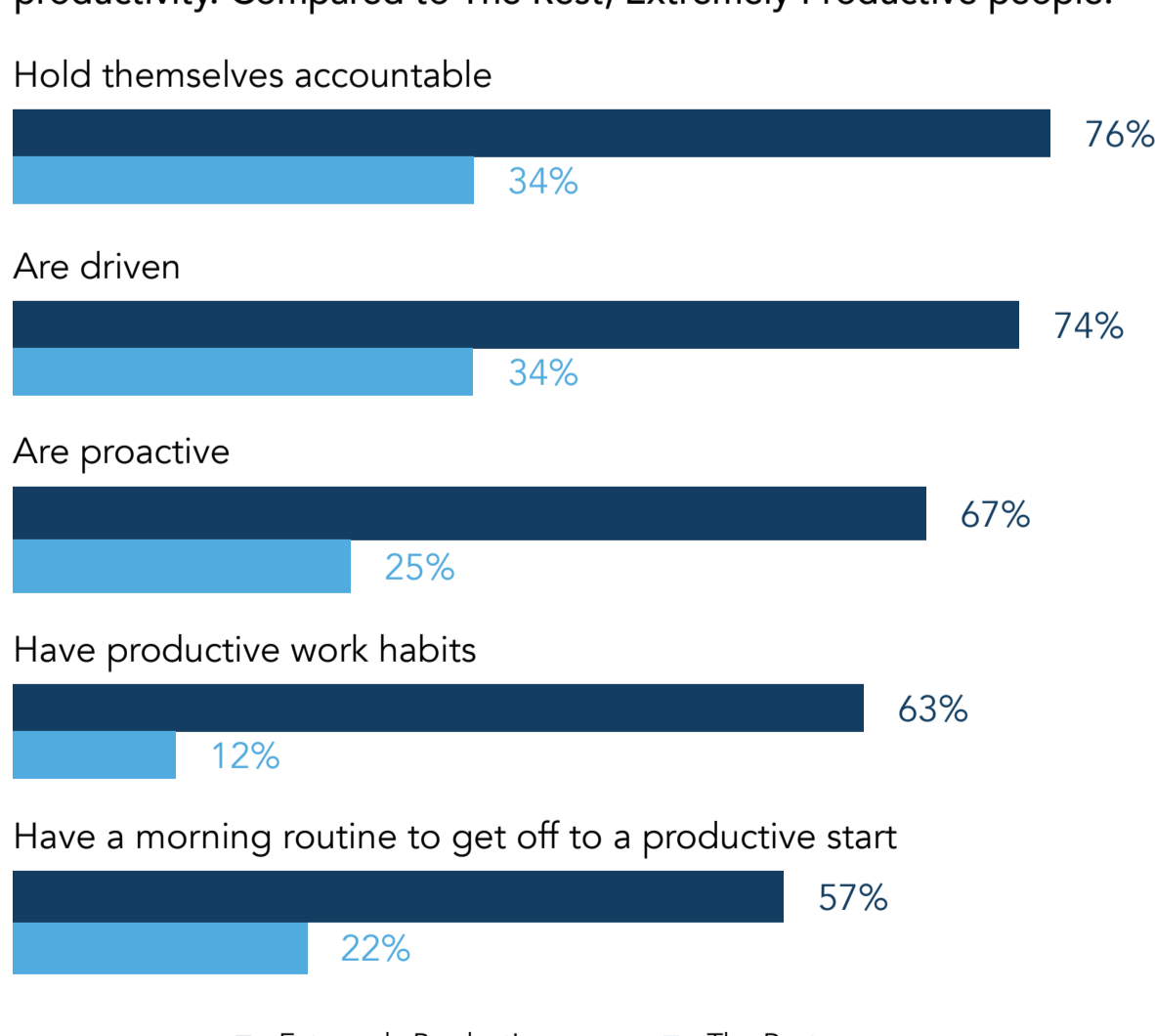
At the vast majority of companies, sales managers do not:

- ✓ Manage and coach sellers or account managers effectively
- ✓ Motivate sellers
- ✓ Hold sellers and account managers accountable

It's no wonder so many sales organizations are not meeting their goals!

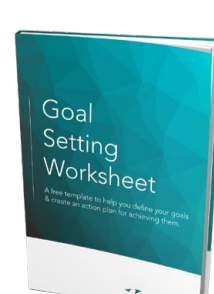
5 MAXIMIZE SALES PRODUCTIVITY

According to our research, there's a lot of room for improvement in productivity. Compared to The Rest, Extremely Productive people:



Only 14% of people rate themselves as Extremely Productive. That leaves a huge opportunity, for 86% of your sellers. When sellers are driven, proactive, and hold themselves accountable to their actions, they are much more productive and much more likely to achieve their goals and grow sales.

For more on this, download our Goal Setting Worksheet and share it with your team. >>



71% of companies don't manage their sellers and days effectively.



Where should you start? Anywhere! Making significant improvements in any one of these areas will have a great impact on your sales results this year.

Contact RAIN Group to learn how we've helped organizations excel in each of these 5 areas to achieve significant B2B Sales growth. >>

RAIN Group

Boston - Bogotá - Geneva - Johannesburg
London - Mumbai - Seoul - Sydney - Toronto

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1 Mike Schultz, John Doerr, and Mary Flaherty, *The Top-Performing Sales Organization* (RAIN Group, 2016).
2 Mike Schultz et al., *Top Performance in Strategic Account Management* (RAIN Group, 2017).
3 Mike Schultz and John Doerr, *What Sales Winners Do Differently* (RAIN Group, 2013).
4 Mike Schultz, Bob Croston, and Mary Flaherty, *Top Performance in Sales Prospecting* (RAIN Group, 2018).
5 Mike Schultz, Mary Flaherty, and Erica Stritch, *The Extreme Productivity Benchmark Report* (RAIN Group, 2019).