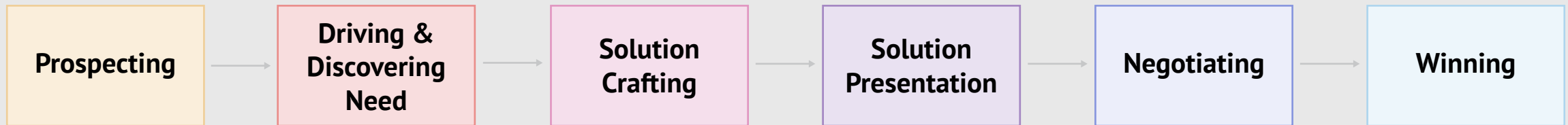


SELLING ACROSS THE SALES CYCLE

SELLING PROCESS



Top Performers are more likely than The Rest to...

- Generate referrals: **63%**
- Energetically prospect over the long term: **50%**
- Implement organized prospecting campaigns: **44%**
- Devote enough time and energy to prospecting: **36%**
- Hyper-personalize prospecting communications: **32%**
- Prospect successfully through:
 - Phone: **19%**
 - Email: **57%**
 - Social media: **59%**
 - Video: **54%**
- Research buyers comprehensively: **27%**
- Lead thorough needs discoveries: **58%**
- Ask the right questions: **47%**
- Ask enough questions: **45%**
- Be patient to allow all needs to surface: **53%**
- Listen actively: **44%**
- Change buyer thinking about needs: **60%**
- Pick up on hidden needs: **36%**
- Maximize cross- and up-sells: **65%**
- Educate buyers with new ideas about what to buy: **22%**
- Display expertise about how to apply offerings: **24%**
- Collaborate with buyers deeply across the buying process: **59%**
- Craft compelling solutions: **45%**
- Influence buyer thinking about what to buy: **57%**
- Build excellent responses to RFPs: **52%**
- Make the overall value case: **60%**
- Present solutions persuasively: **51%**
- Communicate strong, defensible ROI cases: **63%**
- Inspire confidence buyers will achieve results: **51%**
- Highlight results achieved by others: **39%**
- Make effective differentiation cases: **55%**
- Lead the negotiation process: **71%**
- Understand power and leverage: **45%**
- Create value-based solutions to problems: **40%**
- Know when to walk away: **105%**
- Manage buyer negotiation tactics: **70%**
- Manage own and buyer emotions: **105%**
- Overcome price pressure and maintain margins: **81%**
- Trade for value; not cave: **46%**
- Lead highly effective finalist presentations: **65%**
- Overcome objections: **29%**
- Outsell the competition in competitive bids: **41%**
- Build sense of urgency for action: **50%**
- Gain commitment - average win rate:
 - Top Performers: **72%**
 - The Rest: **47%**

Sources

1. RAIN Group Center for Sales Research, *The Top-Performing Seller Benchmark Report*.
2. RAIN Group Center for Sales Research, *Top Performance in Sales Negotiation*.