




1000

SALES TIPS

For 2014



“Why do salespeople love sales tips and quotes so much? It’s probably because we believe in our own potential, our capacity to learn and grow. We’re constantly striving to conquer new sales challenges, close new deals, and shatter old records.”

~ Ken Krogue, [InsideSales.com](http://InsideSales.com)

# Contents

*This ebook is packed with solid advice on the following sales topics and related areas:*

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# Sales Pricing

*It is natural to believe that the customer controls the price.  
The problem with this belief is that it is wrong.*

That's according to Mark Hunter, author of *High-Profit Selling: Win the Sale Without Compromising on Price*. He has heard this argument from a surprising number of salespeople and sales managers. But in reality, it is the salesperson's job to control the price 100% of the time.

Here are Mark Hunter's ten sales tips for getting control of your pricing and avoiding discounts:

## Section One: Sales Pricing

One of the first things a new salesperson should learn is that customers don't buy features. They invest in outcomes. The more a salesperson can focus on a customer's desired outcomes, the more likely they will make a sale.

The most successful salespeople know that price is neither a feature nor a benefit. Why? It's simple – positioning price as a feature or benefit does not help the selling process one bit.

Push yourself to move away from bringing up price in your conversations with customers. Price should only arise when you are ready to close the deal. When you steer clear of price early in the sales process, you have more energy to devote toward getting the customer to define their desired outcomes.

No matter how low the price, if the product or service doesn't help the customer achieve their desired outcome, low price means nothing.



**-Mark Hunter**

Author of *High-Profit Selling: Win the Sale Without Compromising on Price*

Get to the business of explaining how you can help the customer with their desired outcomes. Putting price into the discussion at any time before that point means you're attempting to use price as a feature or benefit. That's a big mistake, and you will never achieve real success with that approach.

If you can't land the customer at the profit margin your business plan is built upon, then that particular customer is not worth having.

## Section One: Sales Pricing

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Maintain a strong pipeline of prospective buyers. Discounting is far more prevalent when a salesperson believes the sale on which they are currently working is the only sale they are going to get.

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As tempting as it can be to close a sale quickly, the pressure of the price discount is many times what emerges when you close too early. Allow the customer to verbally describe the benefits for which they are looking. This gives you time to expand on them and, in turn, help the customer see the full value of what you offer.

8

Never attempt to close a sale until the customer has identified to you the benefits they want and the needs they have. When the customer understands the benefits they are gaining from the particular product they are considering, then you're in a much better position to close the sale by not having to discount your price.

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Strive to know at least three customer needs or desired benefits. Then continue your questioning and listening to the point that the customer verbally tells you how what you are offering is going to help them reach the outcome they want. At this point, you have a strong signal that price can now come into the discussion. And you are the one in control of that aspect of the discussion.

Learn more about sales pricing in this free ebook:



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# Sales Hiring

*It should go without saying that you're only as successful as your sales team.*

This means the hiring process is vitally important: it will either set you up to achieve your sales goals, or throw a wrench in the whole thing. There are certain qualities that all-star salespeople possess that you need to be on the lookout for.

## Section Two: Sales Hiring

Take the time to check the candidate's previous performance claims by speaking with their former sales managers. Don't be satisfied by just any professional reference. Make sure they can give you the names of past supervisors from prior jobs, as this is a good source of their credibility.

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All of your salespeople don't need to be in the same demographic. If most of your staff is in their 30s, that doesn't mean that someone who's 58 isn't the best choice for your sales team. An older person already made all their mistakes working on somebody else's dime.

**-Martin Yate**

*Author of [Hiring the Best: A Manager's Guide to Effective Interviewing & Recruiting](#)*

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Any position can be narrowed down to include six critical functions. Focus your interview on finding out how your candidate can solve problems that may come up and on what would prevent them from performing each of those functions.

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Hiring is a question of prioritizing which one component is mission critical and focusing on just that one aspect, because it's very hard to hire multiple senior people at the same time and integrate them into a culture.

**-Edward Hess**

*Author of [Grow to Greatness, Smart Growth for Entrepreneurial Business](#)*

16

The very first hire that you make should be at the managerial level and someone who possesses complementary skills to your own.

In my entire study of 54 high-growth companies, no entrepreneur said they fired too fast. They all did the opposite. They hired fast and fired slowly, and it should be the reverse.



### 17 Martin Yate

*Author of [Hiring the Best: A Manager's Guide to Effective Interviewing and Recruiting](#)*

Don't rush to hire. Sales candidates are the best at telling you what they want you to believe. More than any other position, you want to be careful to remain objective during this interview.

### 18 Andy Paul

*Author of [Zero-Time Selling](#)*

If you have the responsibility to hire salespeople, don't hire a stereotype of a salesperson. Make it your priority to identify the candidates who possess the skills and experience that best support your customers' requirements to make an informed purchase decision in the shortest time possible.

### 19 Kevin Gaither

*VP of Inside Sales at ZipRecruiter*

A typical sales leader gets hiring right about 50% of the time. The most crucial characteristic you should be hiring for is drive. Ask questions that help you determine whether a candidate truly has drive.

### 20 Edward Hess

*Author of [Grow to Greatness, Smart Growth for Entrepreneurial Business](#)*

Bring in a trusted friend or colleague to assess that person and see if they're a cultural fit for you. Maybe it's someone you have worked with in the past that has proven technical expertise, or a friend from college who has a super duper reputation in sales and marketing.

Learn from others who have grown their businesses with the right hires in the free ebook:



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# Sales Enablement

*Sales enablement is a key way to equip your sales team with everything they need to rock their jobs.*

Product training, building sales assets, and onboarding new reps all generally fall under the responsibilities of the enablement team.

### 21 Christine Crandell

President at New Business Strategies

How well companies define and manage sales enablement can determine how predictable their revenue is.

### 22 Brian Frank

Global Head of Sales Operations at LinkedIn

When you have a multi-tiered sales effort, the first thing you want to do is understand the market. You want to go out there and map the competitive landscape. You want to know what your customers are saying.

### 23 Andy Paul

Author of *Zero-Time Selling*

Responsive sellers position their people and resources with the deepest product knowledge and industry expertise closest to the customer.

### 24 Yusuf Tayob

Partner and Global Lead - Sales Enablement at Accenture

Sales teams are doing a better job of training field reps on new products. However, research by CSO Insights clearly shows that many teams need to get better at selling solutions, outcomes, and business value.

### 25 Jill Konrath

Author of *SNAP Selling* and *Selling to BIG Companies*

Salespeople today are the differentiator. That's why it's so critical for you to focus on becoming a valuable business asset to your customers.

### 26 Christine Crandell

President at New Business Strategies

Develop a clear charter for sales enablement that balances strategic with operationally oriented functions.

### 27 Trish Bertuzzi

President and Chief Strategist  
at The Bridge Group

Every company has a vision. But can your sales reps clearly articulate it? Probably not. Why not create a welcome video from the CEO or a founder just for new sales reps? Make hearing the why both personal and motivating at the same time.

### 28 Lars Leckie

Venture Capitalist at Hummer  
Winblad

If I had a dollar to invest in a sales effort for a company, it would go to building inside sales process and execution. It will be the dominant model for the next five to ten years, and the payback of doing it well is ten times that of field models.

### 29 Christine Crandell

President at New Business Strategies

Organizations that consistently achieve or exceed their sales goals have a vibrant sales enablement function making strategic contributions, focused on things such as providing training, coaching, and flattening internal barriers to success.

### 30 Jerry Rackley

VP of Marketing and Product  
Development at Demand Metric

For sales enablement, a critical success factor is simply understanding. From my experience, the core problem is that the sales enablement team hasn't been empowered, doesn't have many resources, or has no vision about what it's supposed to be doing, so there is a reluctance to communicate as that just compounds the problem.

Enable your sales team  
using a repeatable, scalable  
process with the free ebook:



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# Sales and Marketing

*The sales and marketing departments don't always work hand-in-hand, but they need to.*

"Marketing and Sales should be your company's quarterback and receiver. They should know the plays before the game even begins," says John Kucera, Director of Product Management at salesforce.com. Finding a successful way to turn leads into customers is how a company grows and thrives. This is why it's particularly vital to get your marketing and sales teams collaborating in a systematic and structured way.

## Section Four: Sales and Marketing

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### 31 Peter Gracey

President at AG Salesworks

Automate your outbound and benchmark the results. If they don't stack up, re-evaluate your messaging. Chances are it's what you are saying, not how often you are saying it, that is costing you sales.

### 32 Tim Ash

Author of *Landing Page Optimization*

Stop distracting people on your landing pages with visual embellishments or motion. Your graphical designer's need to avoid boredom may be costing you a lot of money.

### 33 Brian Carroll

Executive Director at MECLABS

Garbage data in, garbage results out. Whether you do inbound or outbound marketing, the quality of your database and lists has a huge impact on your results. Obtaining better information about prospects and where they are in the buying process is one way to improve the quality of sales-ready leads.

### 34 Matt Heinz

President at Heinz Marketing

Customer point of view. Always. Filter everything you're doing, saying and pitching through that and you'll improve just about every metric you care about today.

### 35 James Rogers

CMO at OneSource Information Services

The buyer's journey is no longer a standard funnel. Sales and marketing need to team up with tools, process automation, analytics, and discipline to be successful.



36

# Build advocates & mobilize them.

Mark Organ  
CEO at Influxive

### 37 Mick Hollison

CMO at InsideSales.com

Today's buyers do a tremendous amount of their purchasing research long before they ever speak to a salesperson. As a result, it is critical for marketers to consider every potential interaction with a customer and how those impressions may be shared via social media. Ultimately, this age of the hyper-educated, constantly connected consumer requires that marketing and sales work more closely together than ever before.

### 38 Mike Agron

Author of *WebinarReady*

Webinars, as a form of content marketing, are a great vehicle to educate and inform potential buyers, and the real goal should be to make sure they are engaged in the webinar so they are inspired to want to have a conversation with you after the event. That's the time to start the sales process.

### 39 Dustin Grosse

CMO at DocuSign

Sales professionals and marketers, especially in technology start-ups, will talk in depth about features and functionality without considering what really matters to their customers. You must take a few steps back and look at your product or service positioning from your customer's perspective.

### 40 John Wall

Host of *Marketing Over Coffee*

When you're sending emails, you live and die by your subject line. Making it personal or funny can increase your open rate ten times or more. At the very least, try to pitch some value rather than pointless bragging. "Work Faster!" is better than "Version 10.4 now available!"

Learn more about implementing modern marketing techniques with the free ebook:



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# Social Selling

*By 2017, the global social network audience is expected to be more than 2.5 billion.*

That's a lot of potential sales leads, to say the least. Leveraging the right social channels can pay off in a big way by connecting you to prospects, including decision makers you might not otherwise be able to reach.

## Section Five: Social Selling

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### 41 Jill Rowley

Social Selling Evangelism & Enablement at Oracle

The modern sales professional doubles as an information concierge -- providing the right information to the right person at the right time in the right channel. Socially surround your buyers and their "sphere of influence": analysts, thought leaders, experts, peers, and colleagues.

### 42 Liz Gelb-O'Connor

VP Inside Sales Strategy and Growth at ADP

Social selling is not just a small-business play. It's not just a large-business play. It's a play for every business in every segment of the market. Develop training modules. Celebrate successes. Share social-selling best practices throughout your entire company. And track the results.

### 43 Jamie Shanks

Partner at Sales for Life

Make each sales rep responsible for monitoring a certain number of competitors using LinkedIn. As you gather competitive intelligence, use it to build a central repository. Who is your competitor connecting to? If you see potential prospects on that list, add them to your spreadsheet. Use this spreadsheet to alert your sales team to deals you might be losing.

### 44 Joanne Black

Founder of No More Cold Calling

Tweet less and talk more to the customers and contacts that really matter.

### 45 Richard Brassler

CEO at rFactor

Social opens a secret door that puts you right in front of decision makers. 70% of our sales come through social platforms. The secret door is much more effective than the front door. If you are trying to contact a C-level prospect through a gatekeeper, or the front door, you aren't going to get in. But there is a 98% possibility that these executives are paying attention to social.

### 46 Mark Synek

Principal at Sales Benchmark Index

B2B customers are now making first contact with suppliers 57% of the way through their decision process. You have two choices: 1) stay with the "status quo," or 2) embrace the trend.

### 47 Josiane Feigon

President, TeleSmart Communications

By the year 2020, 85% of the buyer-seller interaction will happen online through social media and video. Prospects now participate in sales presentations via Skype, web conferencing, and video. These tools are quickly catching on and overtaking face-to-face visits and traditional meetings, which are expensive and too time consuming for busy buyers. Inside sales will soon surpass field sales. The only real question is: Are you ready?

### 48 Kurt Shaver

Founder of The Sales Foundry

Social selling in the enterprise has to start with strategy. Many sales executives who would never go without a common sales methodology or CRM system have yet to establish a common social selling methodology and set of tools. The result is a wide variety of individual skills and processes that cannot be managed effectively.

### 49 Steve Richard

Co-Founder of Vorsight

Join LinkedIn groups. You are 70% more likely to get an appointment with someone on an unexpected sales call if you cite a common LinkedIn group, than if you don't. LinkedIn groups are a wonderful venue to engage in meaningful conversations with those who have similar interests.

### 50 Nancy Nardin

President at Smart Selling Tools

Salespeople should only use social to the extent that it helps them sell more. For instance, if your prospects are active users of LinkedIn, then you'd better make sure that you use LinkedIn to some degree. But I would not advocate that you start getting on board with tweeting and updating Facebook. We already have an issue with sales capacity and spending time with clients.

For much more on how you can leverage your social channels, read the ebook:



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# Sales Motivation

*Some 39% of workers do not feel appreciated in their jobs.*

On the flip side, 69% of employees satisfied in their roles said they would work harder if they were better recognized at work. Both stats give strong evidence that incentives and words of encouragement go a long way when it comes to getting the most out of your sales team.

## Section Six: Sales Motivation

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### 51 Keith Rosen

*Author of Coaching Salespeople into Sales Champions*

Be curious and seek to understand their point of view to shift from confrontation to conversation and most important; alignment. Ask questions such as, "What else could be possible?" "Before we make a final decision around this, what other facts might we want to consider?" "What's the common ground that we share?"

### 54 Keith Rosen

*Author of Coaching Salespeople into Sales Champions*

Taking off your Chief Problem Solver hat makes your people more valuable and sharpens their problem solving skills. Next time you're asked for a quick solution -- don't give in and take the bait. Besides all you're really doing when imparting all of your wisdom and expertise is building robots or managing in your own image, rather than tapping into theirs.

### 52 Keith Rosen

*Author of Coaching Salespeople into Sales Champions*

By learning to manage people how they want to be managed, no conversation is a tough conversation. Learn how your people want to be managed by asking better questions.

### 55 Gary Milwit

SVP Sales at Stone Street Capital

A coach takes the "what to do" and marries it with the "how to do it." Coaches are the "how to guys." Coaches are expected to get employees to performance levels to reach maximum potential. Coaches have to engage with players, encourage players, have rapport with players and earn trust from their players.

### 53 Guy Kawasaki

Author, Venture Capitalist, and Technologist

Enchantment is the purest form of sales. Enchantment is all about changing people's hearts, minds, and actions because you provide them a vision or a way to do things better. The difference between enchantment and simple sales is that with enchantment, you have the other person's best interests at heart too.

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When you're coaching your sales reps, make sure your feedback is:

- timely
- consistent
- objective
- accurate
- individualized
- relevant.

-Barry Trailer

Co-Founder of CSO Insights



### 57 Giles House

CMO at CallidusCloud

There's no silver bullet, but the most common challenge I'm hearing from sales leaders is time. If you can give a B or C player more time, you will almost certainly see a performance lift: more time to prospect, more time in front of customers, more time to prepare. Common things to cut: disputes around comp plans, time spent preparing quotes, time spent training.

### 58 Lori Richardson

CEO and Founder of Score More Sales

Be an example. Are you prompt? Are you professional? Are you engaged? As sales leaders, we have to set the bar high for ourselves as well as our teams. Sales leaders often look distracted while they are talking to their reps. Sometimes, it's as simple as checking your smartphone when somebody is trying to tell you something important.

### 59 Mark Hunter

Speaker and Author of *High-Profit Selling*

Too many salespeople move into a management role thinking they must lead every person the way they (the manager) would want to be led. In reality, nothing can be farther from the truth. Great sales managers know each person on their team is different and therefore manage accordingly to each person's unique needs and opportunities.

### 60 Keith Rosen

Author of *Coaching Salespeople into Sales Champions*

To inspire and motivate for the long-term, tap into your people's individuality by asking well-crafted questions such as, "What gives you a sense of accomplishment at the end of the day?" "What do you enjoy most about your job?" "How do you like to be acknowledged for a job well done?"

For more on motivating your sales team, read the ebook:



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# Sales Performance

*In the end, sales success simply comes down to performance.*

It's all about your effectiveness in delivering value to your prospects and customers, and closing deals. Yet, according to The TAS Group, a full two-thirds of salespeople miss quota, and over half of all salespeople close less than 40% of the time.



## Section Seven: Sales Performance

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### 61 Dave Orrico

VP of Enterprise Sales at InsideSales.com

The number one key to success in today's sales environment is speed. The salesperson who delivers the most valuable information to their customer or prospect first, wins the game. The best sales professionals rely heavily on tools like salesforce.com to provide that competitive advantage for information acceleration.

### 62 Donal Daly

CEO and Founder of The TAS Group

The impact on a customer of a bad buying decision is usually greater than the impact on a salesperson of a lost deal. Think about the customer's business and what business problem they are trying to address. This helps you take a solution-centric approach to the sale – and that is better for both the seller and the buyer.

### 63 John Barrows

Sales Trainer

The best sales professionals I know set (and write down) goals on a regular basis and they make sure their goals are S.M.A.R.T. – Specific, Measurable, Attainable, Realistic, and Timely. They write down goals for each meeting they walk into, they set daily goals and prioritize what they need to accomplish, and they all have long term goals that revolve around where they want to be in their personal and professional lives within a specific period of time.

### 64 Babette Ten Haken

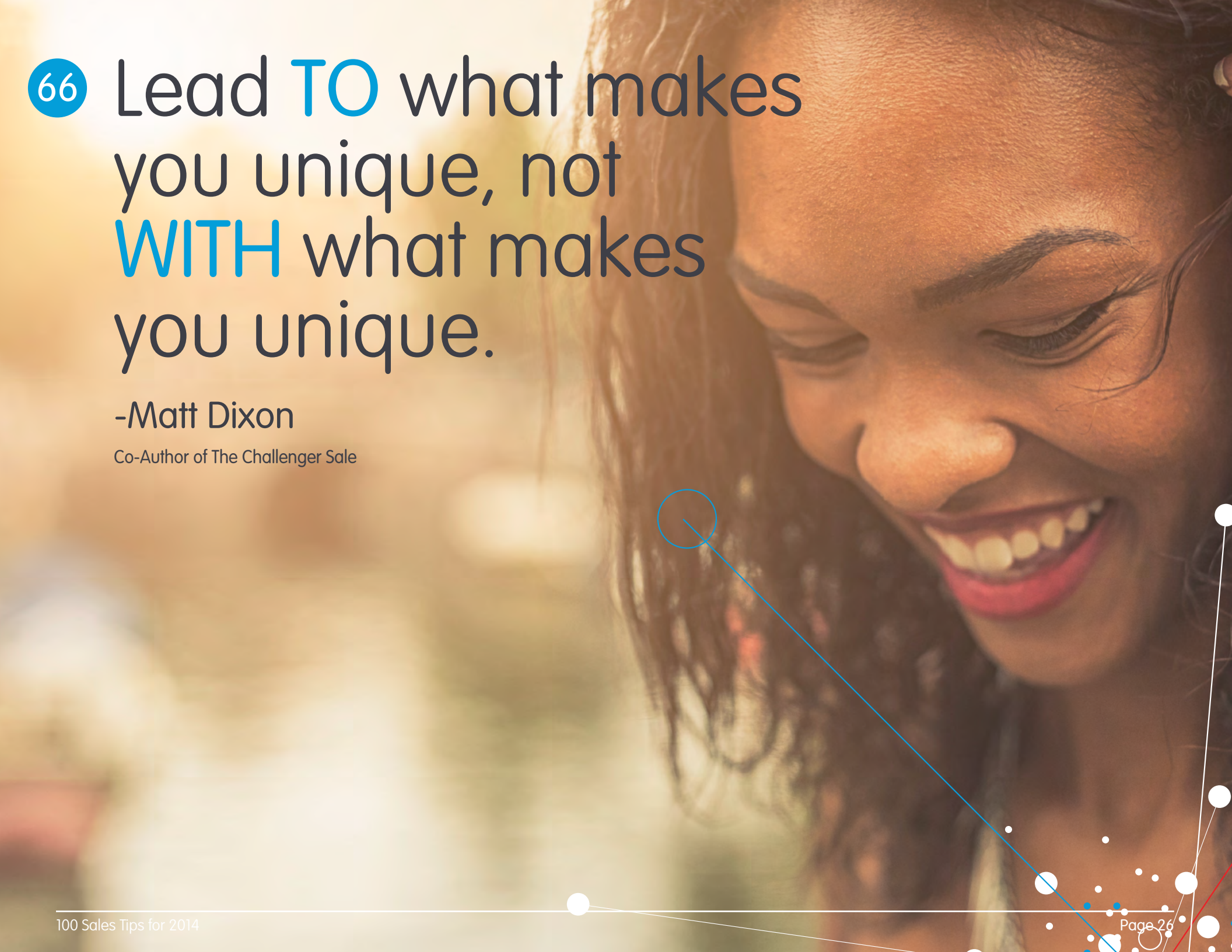
Founder of Sales Aerobics for Engineers

Take the time to identify what types of customers, verticals, and personal attributes allow you to bring your A-game at all times. Then identify your A-list customers whose values and businesses align with your own requirements as a person of worth.

### 65 Larry Reeves

COO at American Association of Inside Sales Professionals

Use dual monitors. The increase in productivity is much more than you can imagine – a great addition for around \$100.



66 Lead **TO** what makes you unique, not **WITH** what makes you unique.

-Matt Dixon

Co-Author of The Challenger Sale

### 67 Mark Hunter

Speaker and Author of *High-Profit Selling*

Being a top performer is a more than just a habit. It is a way of life with regard to how you view the sales profession. The top performer's lifestyle is geared around discipline, integrity, and the ability to discern.

### 68 Andy Paul

Author of *Zero-Time Selling*

The top sales performers meticulously prepare for each sales interaction. Each and every interaction a sales person has with a prospect carries the requirement to provide value to the customer in return for the time they have invested in you. This means that every customer interaction, every contact with a prospect has to be planned to achieve a certain goal and to lead to the required next steps.

### 69 Dan Waldschmidt

Managing Partner, Waldschmidt Partners

We talk a lot about confidence and paying attention to the details, but being disciplined and "putting in the time" is often overlooked. All high performers in sales understand that if it's a numbers game you have to get the numbers. But it's not just hard work that you should develop as a healthy habit.

### 70 Mike Weinberg

Author, Founder of *The New Sales Coach*

Almost all top-performing salespeople are selfishly productive. They clearly understand and can articulate that time is their most precious resource, and to a person, they are incredibly selfish with it selfish in a good way. Top producers remain focused on Job, #1 selling, and they devote more time to it than everyone else.

Learn more about top sales performance in the ebook:



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# Sales Prospecting

*Prospecting is the secret to keeping your sales pipeline full and productive.*

But according to Jason Garoutte, CMO and GM at Mintigo, “90% of your opportunities come from 10% of the names on your house list, so don’t waste time with prospects who aren’t a good fit.” What’s the best way to do this?

## Section Eight: Sales Prospecting

### 71 Brian Kardon

CMO at Lattice Engines

Find your trigger. Find the qualities that make a lead more likely to convert and focus on those leads.

### 72 Aaron Ross

Author of *Predictable Revenue*

If you're doing prospecting, it's not profitable to focus on smaller customers. Your ideal outbound customer should represent the largest revenue size or opportunity you can find that you can likely win.

### 73 Mike Puglia

VP of Marketing at TimeTrade

The trust that a customer has in your company and in you strongly outweighs the techniques you use to sell. Establishing trust is better than any sales technique.

### 74 Siva Devaki

CEO and Founder of Mansa Systems

Sales is not about selling anymore but building trust and educating.

### 75 Atri Chatterjee

CMO at Act-On Software

80% of prospects who eventually buy are originally marked as bad leads. Don't totally count them out.

### 76 Sam Richter

Author of *Take the Cold Out of Cold Calling*

Search the web prior to any sales call or meeting to scour thousands of local and national news and business publications. Find an article about the other person and his/her company that you can reference, so you can ensure relevancy and get the other person talking about him/herself.

## Section Eight: Sales Prospecting

### 77 Bryan Kreuzberger

Founder of Breakthrough Email

Before you leave a meeting, make sure you and the prospect have a clear next step. This step must be actionable and measurable. To put this in action, in your next meeting ask, "What makes sense as a next step?" If they say, "Let's talk," then say, "Since we are here, how about we put something on the calendar right now?" Boom, you have your next meeting.

### 78 Mark Roberge

SVP Sales and Services at HubSpot

You know you are running a modern sales team when selling feels more like the relationship between a doctor and a patient and less like a relationship between a salesperson and a prospect. When you go in to see your doctor and she asks you about your symptoms, you tell her the truth. It's no longer about interrupting, pitching, and closing. It is about listening, diagnosing, and prescribing.

### 79 Art Sobczak

Founder of Business By Phone Inc.

Outbound call prospecting is very much alive for those who follow the "Smart Calling" success formula: relevant prospect intel, plugged into planned, practiced, persuasive, and proven messaging, repeated persistently, with a positive attitude = sales results. The weak, the meek, and the lazy will not do it. The successful pros already are.

### 80 Craig Elias

Creator of Trigger Event Selling

The next time you hear a decision maker say something like, "I'm thinking of doing something about this. Why don't you call me back in six months," don't call back in six months. This decision maker is in the "Window of Dissatisfaction." If you help create their buying vision now, your odds of winning the sale are 74%. Call them back in six months, and your odds of winning the business drop to 16%.

Learn more about how you can build your prospecting pipeline by reading the free ebook:



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# Sales Data

*Sales data helps you take the results of each individual salesperson, and capture and analyze it in your CRM system.*

This data underpins successful selling in your organization. Focus here and win. The best sales teams rely on hard data and facts, not theories or gut feelings, to optimize their performance and grow revenue. By using data analysis to find specific areas of improvement, you can effectively coach your team.

### 81 Kyle Porter

Founder of SalesLoft

The best companies strive for predictable revenue. This requires inputs (activity) and outputs (success measurement). The only way to improve is to understand what works and what doesn't.

### 82 Ken Krogue

President and Founder of InsideSales.com

Take a long, hard look at your lead generation methodologies. It's really all about the leads. Do your best to always move from less assertive methodologies to those that are more assertive and more effective. That's where the results are.

### 83 Jim Keenan

Founder and Partner of A Sales Guy Consulting

Like sports, there are individual statistics that shed light onto the salesperson's individual efforts. Measure the things that affect quota.

### 84 Jon Miller

VP of Marketing at Marketo

Use lead scoring to determine who you send to sales and when you send them to sales. Identify fit based on demographic information, and then pinpoint interest and buying stage by watching prospect behaviors. Actions speak louder than words.

### 85 Kyle Porter

Founder of SalesLoft

Measuring activity is the second best metric to revenue earned, and in some cases, it can be more helpful. Activity is the ultimate predictor of outcomes and therefore should be measured and reported on heavily.

### 86 Jim Keenan

Founder and Partner of A Sales Guy Consulting

It's time salespeople use data too. I'm talking data that goes beyond quota. Quota only tells a small part of the story, like revenue to a business or games won or lost. To get to the heart of what's going on, you need data, and sales is no different.



### 87 Fred Shilmover

CEO at InsightSquared

Analytics is not just about tools and spreadsheets. It's about culture. In order for any analysis to be effective, it needs to be part of your culture. If you are not inspecting people's data in a conspicuous manner on a regular basis, and if you are not integrating it into your pipeline review meetings, your authority as a sales leader will be tenuous at best.

### 88 Jim Keenan

Founder and Partner of A Sales Guy Consulting

Take all the opportunities in the pipeline and add up the number of days they have been there, then divide by the number of opportunities. How long do deals sit in the pipeline? Does the sales rep know when to stop working a deal and close it? Is their pipeline stuffed with "stuff" that just isn't going to close? Is there a decent ratio between average days in pipeline and average time to close? There should be.

### 89 Ken Brown

AVP of Enterprise Application Development Global CRM at MetLife

Data is the most important asset for any company. Focus on the data first and build the people and processes around that. Create a 360 degree view of the customer and how they are leveraging Salesforce to gain insights.

### 90 Thomas Oriol

CEO of SalesClic

A well-understood sales process is key. It doesn't need to be super-sophisticated at first (you can always fine tune it later). Classifying your pending opportunities in three to four stages will considerably improve economic data quality and reduce pipeline risk.

Learn about sales data with Data.com in the ebook:



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# Sales and CRM

*A CRM (Customer Relationship Management) application manages critical customer information so that you can look at it all in one place.*

It can be used to view contact info, follow up via email or social media, manage tasks, and track your performance, among other benefits. Implementing the right CRM can increase sales efficiency, improve forecast accuracy, and help you close more deals.

91

### Rebecca Wettemann

Vice President at Nucleus Research

Getting more out of your CRM means giving your sales reps more time to sell.

92

### Anneke Seley

CEO and Founder of Reality Works

Sales 2.0 is a combination of the data, science, metrics, and predictability that inside sales has always been known for, combined with the art of really getting close to our customers and understanding what they are facing in their businesses.

93

### Bob Perkins

Founder of American Association of Inside Sales Professionals

Today's inside sales teams must continue to take the lead on embracing and adopting the technology that will help advance the sales process and profession.

94

### Jeffrey Gitomer

Author of *21.5 Unbreakable Laws of Selling*

Record all interactions and all outcomes. Keep your Salesforce account up to the minute. It could be worth a customer.

95

### Kraig Kleeman

Author of *The Must-React System*

There is incredible power in leading with research and leading with relevance.

96

### Cindy Pogrund

EVP of Customer Experience at Ifbyphone

Start early and do your prep work. Think about your sales processes, what stakeholders need to be involved, and how to manage the rollout, before you start implementing your CRM.

### 97 Jeffrey Gitomer

Author of *21.5 Unbreakable Laws of Selling*

Use your CRM to retain customers. If your main contact leaves, and a new, unknown person takes over, your account is in jeopardy -- especially if the new employee doesn't know about your value to his company. Well, if your Salesforce account notes are detailed, you can print your past history and present this information to the new person as evidence of how you conducted your relationship.

### 98 Jesse Noyes

Senior Director of Content Marketing at Kapost

Time is precious and sales folks don't have time to dig into a myriad of folders for the right asset. Create folders for the content in your CRM that moves the needle, and use clear naming conventions so your content is easy to find. Organize content efficiently inside your CRM and reps will use it.

### 99 Rebecca Wettemann

Vice President at Nucleus Research

We all know intuitively that extending CRM to the partner network, integrating other data sources, and leveraging technologies for social collaboration will drive greater returns from your system. The trick is often prioritizing where to start so you're likely to get the greatest bang for your buck.

### 100 Jim Keenan

Founder and Partner of A Sales Guy Consulting

As tempting as it can be to close a sale quickly, the pressure of the price discount is many times what emerges when you close too early. Allow the customer to verbally describe the benefits for which they are looking. This gives you time to expand on them and, in turn, help the customer see the full value of what you offer.

Read this ebook for more tips on growing a business with CRM:



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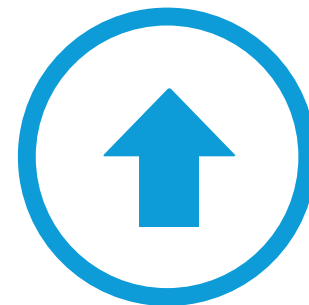
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