

130 SALES TIPS FOR 2015

salesforce sales cloud



Anthony Iannarino
Author, speaker 62 ❤️

"The future of sales is not about your product or service, but about the level of value you deliver."



Jon Birdsong
CEO

"Sales managers who lead with the help of data will be the ones to emulate."



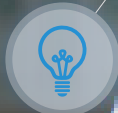
Jason Jordan
Author, speaker 51 ❤️

"Incentives are nice, but they're not the ultimate motivator. What is? Having a clear path to success."



Mark H.
The Sales

"Have a dedicated time daily or weekly to do prospecting."



Introduction

If you're in sales, you know just how important it is to maximize your productivity, stay motivated, and close deals. But the landscape has changed quite a bit. Buyers are more educated and have more choices than ever before. Technology like CRM solutions and social media make it easier for you to connect and understand your prospects. Demonstrating expertise and establishing rapport with the prospect is becoming more important than the actual product you're selling.

It can be difficult to keep up with the breakneck pace of innovation and changes within the field. That's why we've created this e-book — to round up 130 of the best sales tips we could find so that you can succeed in 2015 (and beyond). We sourced these tips from a range of experts, from our own network of talented guest authors and influencers to our passionate Twitter followers. In the following pages, you'll be able to absorb their wisdom on a variety of topics, from productivity and sales culture to prospecting and cold calling. This e-book is jam-packed with tips to make sure you crush your numbers this year.

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CHAPTER 1:

Productivity

Companies can do all they can in order to foster the most productive workplace, but all of that is null and void if the salespeople can't develop their own habits to make the most of each day. But developing productive habits isn't a one-size-fits all process — it's all about trial and error to figure out what is best for your personal work style and personality.

“ Highly engaged employees are 38% more likely to have above-average productivity. ”

- Workplace Research Foundation



Tip #1

The key to increased productivity is quite simple: Focus on the few things that make the biggest difference. The difficulty is actually doing it.

Jason Jordan

Author, speaker, sales management expert

Tip #2

Every time you think of something and are tempted to switch focus, STOP. Don't do it — write it down instead.

Laura Stack

Author, speaker, productivity expert

Tip #3

Productivity means you engage all the stakeholders and uncover each of their needs and requirements, and not just your champion.

Anthony Iannarino

Author, speaker, sales expert

Tip #4

Strip down to the bare electronic essentials when you're trying to focus on a project. Put your cell phone on airplane mode. Turn off your email alerts. Unless you're a 911 operator or a high-level executive assistant, you don't need to be instantly accessible.

Laura Stack

Author, speaker, productivity expert

Tip #5

Have a dedicated time set aside, either daily or weekly, to do your prospecting.

Mark Hunter

The Sales Hunter

Tip #6

When you switch tasks over and over before completing one, you constantly interrupt your own focus, again and again. Single-tasking keeps you on point and gets the job done.

Laura Stack

Author, speaker, productivity expert

Tip #7

aText is a typing accelerator for iOS. It's by far one of the most valuable tools and will cost you the price of a beer.

Sean Kester

Sales Development Team Lead at SalesLoft

Tip #8

Try breaking up your day into six-minute blocks and recording your activities during each of those six-minute periods. Doing this will shine a light on where you may be wasting time and where you could be more productive. I've found the process to be incredibly enlightening.

Yaniv Masjedi

VP of Marketing, Nextiva

Tip #9

When you delegate a task, always give a due date and a relative priority, in relation to the things already on the task list.

Laura Stack

Author, speaker, productivity expert

Tip #10

Unclog your sales forecast. Clean up your pipeline with the right prospects and stop chasing the wrong ones.

Josiane Feigon

CEO, TeleSmart

Tip #11

Disciplined selling is the discipline to do the tasks you loathe in order to produce the results you love.

Mark Holmes

President, Salesonomics.com

Tip #12

Identify the first 15-20 people you need to call tomorrow before you leave the office. The next morning, make those calls before you open your email, Web browser or CRM.

Matt Heinz

President, Heinz Marketing Inc.

Tip #13

You've done your job long enough that you've lost your fresh perspective. Check how other teams do their work and discover ways to improve.

Don MacLennan

CEO, Bluenose

Tip #14

Lots of coffee ;)

Chris Mulcahy

TextUs.Biz

Secrets of the Most Productive Salespeople.

As competition increases in nearly every industry, it has become more important than ever for sales professionals to be at the top of their game. We surveyed 25 of the sales industry's top thought leaders on their productivity tips and compiled their answers into one comprehensive look at sales productivity that includes:

- A glimpse at the productivity habits of leading thought leaders
- How to train your brain for maximum productivity
- Advice and strategies to use in your own career



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CHAPTER 2:

Sales Coaching and Leadership

There's no exact recipe for what makes a good leader, and salespeople all have different ideas for what leadership style they respond to best. But there are certain tried-and-true tactics for inspiring your salespeople to perform their best, like developing top-notch training and recognizing and understanding what drives each salesperson on an individual level.

“ A leader is best when people barely know he exists; when his work is done, his aim fulfilled, they will say: we did it ourselves. ”

- Lao Tzu



Tip #15

Forget about the 80-20 rule. Do 20% of reps really bring in 80% of the business? Not even close. A national analysis by the Sales Executive Council found that the top 20% only bring in 33% of revenue. So to get big increases in productivity, sales managers can't just focus on the stars.

Michael Boyette

Executive Editor, Rapid Learning Institute

Tip #16

Being an effective leader starts with the hiring process. A solid hiring process focuses more on a candidate's attitude and work ethic than his or her institutional knowledge. Skills can be taught, but attitude is inherent. Hire on attitude and your company's culture will shine.

Yaniv Masjedi

VP of Marketing, Nextiva

Tip #17

You hired sales people for one reason only: to sell. Invest heavily in your sales development infrastructure and technology to ensure that closing is all they have to focus on.

Pete Gracey

CEO, QuotaFactory

Tip #18

The problem with “sales coaching” is that it lacks definition. If you want managers to coach, 1) define what it looks like, 2) communicate when and where it should happen, and 3) measure that it's taking place.

Jason Jordan

Author, speaker, sales management expert

Tip #19

Focus your sales coaching not only on the “what,” (what's in your pipe, what deals you're closing next, what demos you've done), but, just as importantly, on the “why” and “how” of executing the sales process.

Jon Birdsong

CEO, Rivalry

Tip #20

Create written policies to document policies and practices, so a new person or temp is consistent in the implementation.

Laura Stack

Author, speaker, productivity expert

Tip #21

Coaching is neither a democracy nor a communistic activity. Spending equal time with each rep does not give you the biggest bang for your buck. The group that provides you with the best impact from your coaching efforts is your core performers. Focus a greater effort on your core performers to drive peak performance.

Steven Rosen

Author, speaker, executive coach

Tip #22

Don't wait until the end of the quarter to provide feedback to your sales reps — do it weekly in a one-on-one meeting.

Sean Kester

Sales Development Team Lead at SalesLoft

Tip #23

If your salespeople get their best results when they ignore their sales training, something's wrong.

Joe Galvin

Chief Research Officer, MHI Global

Tip #24

Embed sales coaching into every activity and continue to reinforce the selling process.

Jon Birdsong

CEO, Rivalry

Tip #25

Real leaders don't just tell people what to do — they create an identity for their people to live in.

Dan Gregory

CEO, The Impossible Institute

Tip #26

Sales coaching is more than just making the deal better; it's making the rep better.

Jon Birdsong

CEO, Rivalry

Tip #27

Salespeople do what you pay them to do, not what you want them to do.

Dan McDade

President, PointClear LLC

7 Tips for Accelerating Sales Performance.

Take advantage of this e-book, created from the experience of the best front-line salesforce.com managers. Among many others, you'll learn actionable tips that will help you:

- Increase outbound sales effectiveness
- Make lasting connections with your prospects
- Improve your ability to sell as a team



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CHAPTER 3:

Motivation

Although gamification continues to gain traction as a top tactic for motivating salespeople, acknowledging that all individuals are motivated by different things is the key to creating a team of high performers. In the end, success is not dependent on the promise of a big bonus or bragging rights; success is dependent on a clear vision from leadership and developing personal habits to keep yourself on track.

“ Incentives are part of a \$100+ billion industry, \$46 billion of which is non-cash incentives (a number that’s doubled in the past 10 years). ”

- Incentive Research Foundation



Tip #28

Motivation is always a short-term strategy. Success requires systems.

Dan Gregory

CEO, The Impossible Institute

Tip #29

Everyone likes to feel special. A moment of magic is connecting with your rep on a personal level, whether it's asking about his or her family, hobbies, or passions. Creating moments of magic is easy and goes a long way to inspiring success.

Steven Rosen

*Author, speaker,
management coach*

Tip #30

Take each day one vertebrae at a time. Stretch your neck and back, stack your vertebrae tall and straight, and walk into the new year with your head held high.

Josiane Feigon

CEO, TeleSmart

Tip #31

Identify a big reward for yourself when you hit your stretch goal – a new toy, a trip, a splurge night out, anything. Put that visual physically on the wall of your desk or cubicle so you stare at it every day. Stay motivated!

Matt Heinz

President, Heinz Marketing Inc.

Tip #32

Motivating salespeople is challenging. The toughest part is that each top performer is different. Knowing that all top performers are different is half the battle. Designing simultaneous motivators for different types of salespeople will help you get the best out of your team consistently.

Dan Ceravolo

Director, Sales Operations, RingLead

Tip #33

Sign up to support a cause. Your sales heart will feel so much better.

Josiane Feigon

CEO, TeleSmart

Tip #34

Once you truly embrace and understand your value in the marketplace, you will be emotionally resilient and unstoppable.

Connie Kadansky

*President, Exceptional
Sales Performance*

Tip #35

You have some salespeople that are extremely driven by money, so if the commission plan is designed well and drives the right behaviors, then this is enough to get the most out of this group of top performers.

Dan Ceravolo

*Director, Sales Operations,
RingLead*

Tip #36

Incentives are nice, but they're not the ultimate motivator. What is? Having a clear path to success. If you're confident in what you need to do, you're highly motivated to do it.

Jason Jordan

Author, speaker, sales management expert

Tip #37

Take just one day to pay it forward — buy that extra cup of coffee for the person behind you in line, or pay the bridge toll for the car behind you.

Josiane Feigon

CEO, TeleSmart

Tip #38

At the end of each day, I recommend you write down three things that worked. Allow yourself to acknowledge and appreciate your progress. Feel the feeling of achievement. Most salespeople need a grand-slam achievement to ever give themselves a pat on the back.

Connie Kadansky

President, Exceptional Sales Performance

Tip #39

Don't assume that everyone is motivated by the same thing. Some employees may be motivated by money and bonuses, while others may prefer non-monetary acknowledgement and the opportunity for upward mobility. Schedule regular one-on-one meetings to get to know each member of your team and to learn what motivates them. Then, tailor programs that will inspire them to do their best.

Yaniv Masjedi

VP of Marketing, Nextiva

5 Ways To Improve Outbound Sales Performance.

Gain higher quality sales leads, using an approach based on developing close relationships with prospects and customers. Salesforce explains:

- Why quality trumps quantity when it comes to outbound prospecting
- How to use social channels as a sales tool
- What you can do to identify trigger events that signal a customer need



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CHAPTER 4:

Sales Culture

Gone are the days where culture is an afterthought. As millennials continue to flood the workplace culture is top of mind. A strong work culture doesn't have to mean ping pong tables in every room. Culture starts with leaders who are willing to go the extra mile for their salespeople and are dedicated to teaching them skills that are valuable for any company the employee may work for down the road.

“ Companies who implement regular employee feedback have turnover rates that are 14.9% lower than for employees who receive no feedback. ”

- Gallup



Tip #40

The three secrets to keeping sales millennials happy are to include peer-to-peer mentoring, competitive games, and giving them a fun work culture.

Josiane Feigon

CEO, TeleSmart

Tip #41

Ongoing sales education really helps build a positive sales culture. One-on-one coaching is key, as is the continued sharing of best practices and industry information.

Yaniv Masjedi

VP of Marketing, Nextiva

Tip #42

When you speak to your reps, they won't remember what you said, but they will remember how you made them feel.

Steven Rosen

*Author, speaker,
management coach*

Tip #43

If you haven't had an "efficiency meeting" in a while, get it on your team's schedule. Vent your frustrations. Try different methods. All of this effort will pay off handsomely in the way of increased client acquisition.

Laura Stack

Author, speaker, productivity expert

Tip #44

Most salespeople set courageous goals. They design their strategy and structure, and they start executing. The missing link is that they do not define what "skills" they need to develop in order to achieve the goal.

Connie Kadansky

President, Exceptional Sales Performance

The Challenger Sale

What type of sales rep is the most successful? Lone Wolf? Problem Solver? Challenger?

Learn the different types of sales personalities, and why "Challengers" are more successful.



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CHAPTER 5:

Cold-Calling & Email

The more things change, the more they stay the same. Technology has changed a lot of the best practices surrounding cold-calling and emailing, but it has not rendered them extinct. Both cold-calling and emailing have their place within the prospecting process, and, when used right, they can be powerful tools in building your pipeline. Your prospects have more tools at their disposal to do their own research about your product (and your competitors!) but you can use this to your advantage rather than viewing it as a roadblock.

“ The best times to email prospects are 8 a.m. and 3 p.m. ”

- **GetResponses**



Tip #45

When you send an email, send it to yourself first. Then, check the message on your smartphone. Does it read well there? More and more, decision-makers are checking their messages on their phones. Make sure it reads well on their phone or tablet.

The Irreverent Sales Girl

Tip #46

Selling is a listening skill — your customers will tell you how to sell to them if you just stop talking long enough.

Dan Gregory
CEO, The Impossible Institute

Tip #47

Salespeople call too high or call too low — the only way they will get anything accomplished is at ground level.

Josiane Feigon
CEO, TeleSmart

Tip #48

Don't tell your customers what they get from your product or service; show them who they get to be.

Dan Gregory
CEO, The Impossible Institute

Tip #49

From the very first conversation, sales reps should focus on sharing specific examples on how they help their customers reach their goals. Find out what exactly the prospect trying to accomplish and why? Reps should also share examples from past experiences on how their product or service has helped current or past clients' needs.

Paul Alves
CEO, AG Salesworks

Tip #50

What is the secret to sales success? Lots of practice. This bit of wisdom applies to every area of our lives, as most of us know by this point in our careers. Any real success has been the result of doing it over and over again, and this includes sales outreach.

Donato Diorio
CEO, RingLead

Tip #51

The day before the meeting, send an email saying, "I'm looking forward to our meeting tomorrow. In order to get the most out of our time together, I've put together a brief agenda below (3 bullet points). Please email me back to let me know what else you'd like to add (leave three bullet points blank)."

John Barrows
sales trainer

Tip #52

When you get voicemail instead of a prospect: don't hang up. Don't ask for — or expect — a callback. Don't try to sell your product or service. Your only objective is to have the prospect take your next call. Do it by leaving stuff out of your message.

Michael Boyette
Executive Editor, The Rapid Learning Institute

Tip #53

Small organizations give more people decision making power and need more info upfront, but for bigger organizations, less is more. I like to aim high in their org with a simple “introduction request” email that usually gets forwarded downstream to the person you’re supposed to be talking to.

Max Altschuler

CEO, SalesHacker.com

Tip #54

Always test email templates and subject lines against each other for better results. A/B test for a minimum of one month so you have a measurable sample size.

Sean Kester

*Sales Development Team Lead
at SalesLoft*

Tip #55

Send a “summary email” after every call with a client/prospect and ask them to respond back to make sure it is all accurate and if you missed anything.

John Barrows

sales trainer

Tip #56

To warm up a cold call, forget about you, your product, or your company. The start of the call has to be about the buyer, their objectives, and evidence that you have actually helped other achieve similar objectives and have done it in a way that has a positive impact for the buyer.

Tibor Shanto

Principal, Renbor Sales Solutions Inc.

Tip #57

Once you get a chance to finally talk with someone on the phone, before getting off the phone, ask them “what’s the best way to communicate with you moving forward? E-mail, text, cell?”

John Barrows

sales trainer

Tip #58

Most salespeople go on about what they do, who they work for, and their product. Who cares? They’re probably asleep or slamming down the phone by now. Make it about them, their objectives and, specifically, your role in getting them there. Much warmer, and profitable for both.

Tibor Shanto

Principal, Renbor Sales Solutions Inc.

Tip #59

Find a way to personalize the body in each email that you send to a prospect.

Sean Kester

*Sales Development Team Lead
at SalesLoft*

Tip #60

Keep your emails to less two scrolls on a smartphone.

John Barrows

sales trainer

CHAPTER 6:

CRM and Analytics

Data is no longer siloed — accessible only by highly-paid data analysts. The floodgates have opened and analytics are accessible to people all over the company, but what are those data points useful for? Unless the data is actionable and used to drive decisions, it might as well still be stored in a vault under lock and key.

“ The average ROI for CRM is \$5.60 for every dollar spent. ”

- Baseline



Tip #61

Invest in the future and have a plan to improve your data collection and quality. A year from now, you will reap the benefits with fresh insights.

Don MacLennan

CEO, Bluenose

Tip #63

Look at usage data to spot upsells.

Don MacLennan

CEO, Bluenose

Tip #65

Live in your CRM. Begin each day in your CRM, identify your pipeline gap and fill it, update your conversations in real time, jumpstart stalled opportunities, follow your sales process. Use email and calendar to support your life in CRM. Live in your CRM.

Dave Kurlan

Founder & CEO, Objective Management Group, Inc.

Tip #62

At its core, CRM is a decision-making tool. Don't just use it to track progress against goals, use it to make better decisions about how to spend your time.

Jason Jordan

Author, speaker, sales management expert

Tip #64

Sales managers who lead people with the help of data will be the ones we emulate.

Jon Birdsong

CEO, Rivalry

Tip #66

Our research reveals 83% of metrics on management reports are actually unmanageable. Stop analyzing revenue a hundred different ways and measure what you can actually control: sales force activities.

Jason Jordan

Author, speaker, sales management expert



Tip #67

Profile your best customers and turn that into targeting criteria for new customers.

Don MacLennan

CEO, Bluenose

Tip #68

Nothing else matters if reps work the wrong deals, so use predictive analytics to show reps which deals to work and which to push. Today's data science can inspect everything from Salesforce updates to email and meeting activity to inform sales execs, managers, and reps which deals will close this quarter.

Andy Byrne

CEO and founder, Clari

Tip #69

Simply put, allowing your remote salespeople to perform the same processing and computing tasks on the road as they do from their office with a mobile CRM helps them work smarter.

Donal Daly

Founder and CEO, The TAS Group

Tip #70

From acquisition to renewal, make predictive analytics your partner throughout the customer lifecycle.

Don MacLennan

CEO, Bluenose

Your Complete CRM Handbook.

A growing business needs a good Customer Relationship Management (CRM) application. It helps you manage critical customer information in one place — and gives you a complete view of your business. You'll gain key business insights that help you close more deals, boost sales, and improve forecasting accuracy. But is now the right time for you?



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CHAPTER 7:

Future of Sales

It's no secret that the sales landscape (and all of business, for that matter) is changing at a breakneck pace. Innovation is constant, and there's no way to always be on the cutting edge of what's the next big thing. You want always have all the answers, but the important thing is to be adaptable, well-read on industry news, and always ready to learn.

“ The ideal salesperson in the future will need to have, more than ever, an attitude that unites an unwavering willingness to learn and adapt with an obsessive focus on the client. ”

- Minter Dial



Tip #71

The future of sales is not about your product or service, but about the level of value you deliver that translates into customer outcomes.

Anthony Iannarino

Author, speaker, sales expert

Tip #72

Partner closely with Customer Success, because they will help you deliver higher renewals and growing accounts.

Don MacLennan

CEO, Bluenose

Tip #73

2015 is the year of cross-functional sales collaboration. Use the left side of your sales brain!

Babette Ten Haken

management consultant and business coach

Tip #74

The future of sales lies in the tailored approach of giving, then asking. Get to know your potential customer, delight them with a personal gift or note, and only once you've built a solid relationship should you ask for the sale. When you've secured the sale, keep the dialogue going. Don't forget about a lead that was hot two years ago and has now gone cold. Think long-term and keep tailoring your solutions to meet the needs of your client.

Yaniv Masjedi

VP of Marketing, Nextiva



Tip #75

The future of sales will essentially resemble the past: meeting customer needs. Except that sales forces will execute much, much better.

Jason Jordan

Author, speaker, sales management expert

Tip #76

Always be open to learning! Don't be too set in your ways, because technology is evolving the sales and marketing communication process.

Megan Tonzi

Director of Marketing, AG Salesworks

Tip #77

This is the year of selling adventurously. Never give in to the comfort of mediocrity — give yourself permission to take chances and make mistakes. Adventures help you grow and learn.

Josiane Feigon

CEO, TeleSmart

Tip #78

In SaaS, the future of sales is customer success.

Don MacLennan

CEO Bluenose

Tip #79

Omnichannel is going to be an amazing trend for 2015 — the customer's ability to get the same experience across all channels.

Pavan KR Murthy

Director of Global Sales, AppShark Software

10 Dreamforce Announcements That Will Shape Sales in 2015.

If you missed Dreamforce this year, we've got you covered. In this e-book, you'll discover the ten major breakthroughs for Sales Cloud — and how they will enable the sales team of the future. Explore enhanced capabilities, loads of new features, new mobile apps and a seamless user experience. Welcome to the sales success platform, reimagined for today's sales team.



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CHAPTER 8:

Relationship Building & Management

Selling is decreasingly about the product that you're selling, it's about the relationship that you are building with the prospect that is anchored in trust and expertise. But the work you need to put into that relationship doesn't stop as soon as the deal is closed — happy customers require constant nurturing of the relationship; they need to know that you view them as more than just dollar signs.

“ Rather than treating customer relationships as business agreements, approach them as an interaction between your emotions and those of the customer. ”

- **Geoffrey James**



Tip #80

Salespeople must remember that people do business with people, not with technology. So get out from behind your computer, and use your phone the way it was originally intended — to have a real conversation. Or better yet, meet in person.

Joanne Black

Author, referral sales expert

Tip #81

Our company's best sales tip is building a great relationship with customers. We believe in becoming a trusted partner in business and with that, the customers will keep coming back. If you go above and beyond, customers will also tell friends and colleagues. Your network will grow.

Deborah Sweeney

CEO, MyCorporation

Tip #82

Depending on where we sit around the business table, we see the same things differently. Appreciate the differences.

Babette Ten Haken

management and business coach

Tip #83

The social revolution is a trust revolution; treat customers like friends to improve dialogue.

Nicola Brookes

*Corporate Communications Director,
NewVoiceMedia*

Tip #84

All business, and all selling, is the business of relationships.

Dan Gregory

*Founder and CEO,
The Impossible Institute*

Tip #85

People have always been enthralled by technology. But we've never been surrounded by so much of it. Technology addiction is a slippery slope. Before we know it, the technology that was supposed to make our lives easier can begin running our lives and ruining our relationships.

Joanne Black

Author, referral sales expert

Tip #86

Relationships matter. Get closer to your customer.

Joe Galvin

Chief Research Officer, MHI Global

Tip #87

Take sales calls from salespeople on a regular basis with an open mindset. You will appreciate their efforts, learn what works and what doesn't. Plus, you will honor the sales profession. You want prospects to take your calls — respectfully allow salespeople the opportunity to prospect you.

Connie Kadansky

*President, Exceptional Sales
Performance*

Tip #88

Speak to your clients in a language they understand. Talking over heads never wins business.

Stephanie Onken

Marketing Coordinator, The Hayzlett Group

Tip #89

Don't tell the prospect/client when you will get them a certain deliverable and put unnecessary deadlines on yourself. Always ask the client when they need it by.

John Barrows

sales trainer

Tip #90

Give advice like it's your money, but always remove the "I" in your approach; it's always about them.

Blair Austin

Marketing Director, ILMO Products Company

Tip #91

Smile before, during, and after you meet with your next customer. Helped me stay positive at all times.

Guillaume Maichrzik Muteba

Freelancer, Events and audiovisuals consultant

Tip #92

Always carry twice as many business cards as you think you'll need.

Matt Heinz

President, Heinz Marketing Inc.

Tip #93

The greater the degree of interaction with your customers the more value you both get out of their (and your) precious time during meetings.

Donal Daly

Founder and CEO, The TAS Group

5 Secrets to Building Your Sales Pipeline.

By combining the right tools, methodologies, and staffing best practices, you can increase your pipeline severalfold, leading to more closed deals and customers. Read this eBook to find out how to:

- Commit to specializing your sales department
- Hire the right people for the right roles
- Provide your teams with the right tools and methods



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CHAPTER 9:

Social Media, Content & Marketing

More and more salespeople are recognizing that social media is a critical piece of the puzzle to not only connect with prospects and customers, but also to demonstrate a level of expertise. One way to promote yourself as a knowledgeable resource is by leveraging content that teaches, informs, and offers opinions about topics that are relevant to your field and to your customers.

“ 100% of B2B decision-makers use social media for work purposes.”

- Forrester



Tip #94

Cold-calling and emailing just don't cut it any more, and being a source of information — whether it's helpful tips, timely news, or meaningful market insight — makes the savvy sales professional a trusted partner in the buying process.

Mike Derezin

VP Sales Solutions, LinkedIn

Tip #96

Sales teams know inbound calls are gold. When people make the effort to call, they're highly motivated and far along in the buyer journey. The most important thing your company can do is make the most of these opportunities.

Jason Spievak

CEO, Invoca

Tip #98

The sales cycle isn't shortening; it is just becoming increasingly invisible as prospects hide behind the anonymity of Google and freely available digital content. To successfully prospect in this world, you or your company must be publishing helpful content that prospective buyers can consume.

Tom Martin

Founder, Converse Digital

Tip #95

People trust experts. Why? Because expertise is defined by the buyer, not the seller. Leverage the power of blogging, podcasting, speaking and email marketing to position yourself as the expert in your field. Then leverage this expertise to help you increase your closing percentage.

Tom Martin

Founder, Converse Digital

Tip #97

All leads aren't created equal, so, in practice, you should only be responding quickly to the best leads. Sales teams should partner with marketing on a regular basis to identify their most valuable customer profiles, then identify a solution that will push the best leads at the top of the lead response queue.

Howard Brown

CEO, RingDNA

Tip #99

Don't lose customers by underutilizing social media. Be active, engaging, and helpful to meet new clients and close more sales.

Stephanie Onken

Marketing Coordinator, The Hayzlett Group



Tip #100

All selling is social. Always has been. Always will be.

Keith Baird

Director of Social Media Intelligence, Nimble Media

Tip #101

Do your research. Reach out on channels where [your customers] are most active; engage on topics most relevant to them.

Mia Dand

CEO, LightHouse3

Tip #102

If you think a powerful website is critical for sales success, but not social media, your competitors will beat you — every time.

Stephanie Onken

Marketing Coordinator, The Hayzlett Group

Tip #103

Follow your top 25 target accounts on Facebook and Twitter, and set them up on Google Alerts or other similar tools to keep up to date on what is happening with them.

John Barrows

sales trainer

Tip #104

Integrate social “touches” into your prospecting cadence.

Emmanuelle Skala

VP Sales, Influitive

The Smart Guide to Successful Social Selling

79% of salespeople who use social media as a selling tool outperform those who don't.* To keep pace with today's tech-savvy consumers, the smartest sales reps are getting social.

This e-book will walk you through everything you need to navigate social selling like a pro:

- Set up compelling social media profiles
- Monitor social channels to identify new prospects
- Engage prospects in the right way



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CHAPTER 10:

Prospecting & Pipeline

Like anything else, prospecting takes practice — lots and lots of practice. Knowing when to talk versus when to stay quiet, what to expect at different stages of closing the deal, and how to reach the right person. But each prospect is different and a cookie-cutter formula won't always get the job done. Having some best practices up your sleeve is essential — but always be prepared for a curve ball.

“ Thursday is the best day to prospect; Wednesday is the second best day; Tuesday is the worst day. ”

- [Insidesales.com](https://insidesales.com)



Tip #105

Do your homework! Use prospect's latest info, logo, and news. Many sales presentations die before they begin with bad info or the wrong logo.

Jeffrey Hayzlett

Host of C-Suite with Jeffrey Hayzlett

Tip #106

It is just as important to disqualify a lead as it is to qualify it. Your time, talent, and attention are your most valuable sales assets, and they must be used wisely.

Gregg Thaler

Chief Revenue Officer, RingLead

Tip #107

You'd think that a healthy sales pipeline is one that's full of leads. Research suggests otherwise: lean pipelines generated 48% more revenue than fat ones. The key to a healthy pipeline: disqualify bad leads early, freeing up time to dig deeper with good leads.

Michael Boyette

Executive Editor, Rapid Learning Institute

Tip #108

Unclog your sales forecast. Clean up your pipeline with the right prospects and stop chasing the wrong ones.

Josiane Feigon

CEO, TeleSmart

Tip #109

Make sure you get a "defined next step" scheduled on the calendar before you leave any call or meeting with your client/prospect.

John Barrows

sales trainer

Tip #110

Out of Office (OOO) responses are worth more than gold — use the prospect's direct line information in the response to your advantage.

Sean Kester

Sales Development Team Lead, SalesLoft

Tip #111

Don't be scared of silence. Allow the prospect time to talk. Most of the time, they will tell you their challenges, which you wouldn't have come to learn if you rushed into speaking. Listening will give you helpful ideas, allowing you to bring more value to them, and in turn, helping to close that deal faster.

Christopher Ruhlig

Sales Executive, RingLead

Tip #112

Always prospect one level higher than the person you typically want to sell to and ask to be referred down.

John Barrows

sales trainer

Tip #113

When you say “value,” make sure you know what you mean.

Joe Galvin

Chief Research Officer, MHI Global

Tip #114

The highest rewards do not go to the hardest-working, the most intelligent, or the best prepared. The highest rewards go to the people who are most willing to self-promote.

Connie Kadansky

President, Exceptional Sales Performance

Tip #115

Early in the sales process, ask if the client is OK with telling you no if he or she feels that your solution is not a good fit.

John Barrows

sales trainer

Tip #116

Ask the obvious question.

Kaci Wongsmith

District Sales Manager, Pearson Education

Tip #117

Develop a style and become obsessed with your style.

Kyoive Henry

*Internet Marketing,
An Affiliate of Empower Network*

Tip #118

In my opinion, trust, honesty and positive impressions are more important than low price.

M. Nedim Bayuk

Associated Professor at Harran University

How a CRM Helps Your Business Grow.

Business may begin with a handshake — but once the customer relationship begins, your challenge is to maintain it. The right CRM will help you build deeper, more meaningful relationships with your customers while you build and scale your business.

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- The benefits of CRM for your business
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- How CRM helps you build a bigger and better company



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CHAPTER 11:

Closing the Deal

At the end of the day, it's all about the close. Issues suddenly come up, like cost concerns or whether the timing is right. If you've demonstrated your expertise and trustworthiness throughout the prospecting process you can guide them in the right direction in a way that feels genuine and will have them signing on the dotted line.

“ Put that coffee down. Coffee is for closers only! ”

- **Glengarry Glen Ross**



Tip #119

Today's self-educating buyer doesn't want to be sold. They want to make the right buying decision. Your job is to help them complete their education in a manner that favors your product or service.

Tom Martin

Founder, Converse Digital

Tip #120

Most sales presentations drift to a finish without an order. When you notice increased eye contact, enthusiasm over points being made, requests for product or purchase options, or questions about customization, payment or delivery details, stop selling and give your customer the chance to buy.

Barbara Findlay Schenck

marketing specialist and columnist

Tip #121

Customers make every decision differently — every time.

Joe Galvin

Chief Research Officer, MHI Global

Tip #122

Always present your customer with two options: one that is higher-priced to provide a contrast to the regular offer.

Mark Hunter

The Sales Hunter

Tip #123

Forget the ABC of sales. In a long-tail economy, you need to always be opening.

Dan Gregory

CEO, The Impossible Institute

Tip #124

I believe that many sales pros are too focused on themselves and not their prospect. Reaching their own goal is top priority rather than adding value for their prospect.

Paul Alves

CEO, AG Salesworks

Tip #125

Your expertise and perspective are part of what the customer is buying.

Joe Galvin

Chief Research Officer, MHI Global

Tip #126

Don't sell; help the prospect buy — but only if both prospect and rep are sure there is a great fit!

Paul Alves

CEO, AG Salesworks

Tip #127

Listen, reflectively. Don't just hear what your buyer's saying in conversation with you. Understand them, with insights and empathy. The more you 'get' what you've been told, the higher the odds you'll win repeated conversations.

John Cousineau

President, Innovative Information, Inc.

Tip #128

Study your customer's internal processes. Don't assume they care about yours.

Joe Galvin

Chief Research Officer, MHI Global

Tip #129

People love to talk about themselves...just don't let that be you! The more you get people talking about themselves, the more likely you'll hear a buying signal or at minimum build rapport for the next interaction.

Matt Heinz

President, Heinz Marketing Inc.

Tip #130

Always look for evidence. When presented with comments like "Joe Smith really likes us," or "We have strong compelling event," you should always respond with questions like "How do we know?" Be clear about the evidence of customer action that helps support those assertions.

Donal Daly

Founder and CEO, The TAS Group

The Challenger Sale

What type of sales rep is the most successful? Lone Wolf? Problem Solver? Challenger?

Learn the different types of sales personalities, and why "Challengers" are more successful.



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