

100

SALES TIPS

for 2016

salesforce

sales cloud

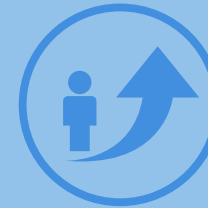


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INTRODUCTION

If you're in sales, you know just how important it is to work efficiently, stay close to your prospects, and always be closing. But modern customers have changed the rules of sales. Today's business buyers don't contact suppliers until 57% of the purchase process is complete. And buyers' attention spans are getting shorter every day: Only 9% of people will stay on a mobile site or app when it's not satisfying their needs. That means salespeople need to adapt to a new breed of customer – and transform the way they sell.

With sales and technology both changing so fast, it's tough to keep up with every new innovation and best practice. That's why we've created this e-book, rounding up 100 of the best sales tips so that you can succeed in 2016 (and beyond). We sourced these tips from a range of sales experts, including Salesforce's own network of talented guest authors, influencers, and our own sales employees.

In the following pages, you'll benefit from these sales leaders' wisdom on a variety of topics, from negotiating and sales presentations to using content to close a deal. And you'll learn it in a fraction of the time it'd take to interview all of these experts. Read the tips from start to finish or focus on one tip each day for 100 days.

No matter how you put these tips into practice, get ready to be inspired.





GETTING TO KNOW PROSPECTS AND CUSTOMERS

Selling is about relationships, not just the products you're selling. Your relationships with prospects and customers should be anchored in trust and expertise. Before you can sell anything, you have to know what your prospect's priorities are and how he or she makes decisions. Nurturing these relationships doesn't stop once a deal is closed. For better loyalty and long-term success, continue getting to know customers at every stage.

“The glue that holds all relationships together – including the relationship between the leader and the led – is trust, and trust is based on integrity.”

Brian Tracy
Author

Become a CRM Expert

Incredible sales are the result of a good customer relationship management (CRM) application. Why? Because, ultimately, sales is about relationships, and technology can help you manage every customer and prospect relationship much more effectively than you ever could on your own.

Learn how a CRM helps you manage critical customer information in one place – and gives you a complete view of your business to close more deals and boost sales. Download *Your Complete CRM Handbook* now and succeed at every step.



[Download E-Book](#)

**TIP
#1**

Use 'light' HTML emails (or plain text emails) based on data collected by your automation system to make it appear as though reps are sending personalised, one-to-one emails to each prospect. It's personalisation at scale.

Mat Sweezy
Marketing Evangelist,
Salesforce

**TIP
#2**

Do your research and be genuinely curious. Ask compelling questions that the prospect wants to answer, and then you earn the right to ask the questions you want answered.

Alison Gooch
Senior Manager,
Enterprise Business Reps,
Salesforce

**TIP
#3**

Show vulnerability to your customers and prospects. Opening up and showing you're a real person lowers a prospect or customer's guard and starts the conversation.

Paula Rainford
Account Executive
(SMB), Salesforce

**TIP
#4**

It's not just who you know, but what you know about who you know. Use social networks like LinkedIn and Twitter to learn about your buyers' interests, skills, experience, common connections, shared groups, education, and circle of influence.

Jill Rowley
Social Selling Evangelist &
Startup Advisor

**TIP
#5**

Forget lunch or beer. Undergo an active experience with your customer.

Rohan Ayyar
Marketing Expert
and Columnist

TIP
#6

Does a customer sales cycle end with the purchase of your product? If not, look for opportunities to provide after-market products and services to your customers. Once your sales and service teams are sharing the same view of your customer, this becomes easy.

Andrew Jack
Business Development Representative, Salesforce

TIP
#7

Often times after I sell an initial deal, I ask the customer to a “thank you” lunch or a coffee date. Once the deal is done, I find that the pressure is off and it’s easier to build rapport and get the customer to open up about long-term goals.

Jessica Medeiros
Account Executive (SMB), Salesforce

TIP
#8

Strive to understand the following: What is our business? Who is the customer? What does the customer value? What does the customer’s customer value?

Colin Searles
Account Executive (MM), Salesforce

TIP
#9

Before any conversation, always know what your customer does and how they make money. You will discredit yourself very quickly if you sit down with a CEO and don’t understand how their business works.

Emily Markenson
Account Executive (MM), Salesforce



Your prospects today are increasingly informed about your company. It's therefore more imperative than ever you understand your prospect's background, role, and their company. Never reach out until you know all the mutual connections you have in common, and ask those mutual connections for context or an intro to your prospect.

Mike Derezin
VP, Sales Solutions, LinkedIn

TIP
#11

In doing research on your customer, get a transcript of their most recent investor's presentation and/or earnings report. Run it through a word-cloud generator (many free ones on the Internet). This will highlight the words which are important to them and thus the areas on which you should focus.

Jonathan Phillips
Principal Solutions Engineer,
Salesforce

TIP
#12

Knowing the right time to engage a lead is very important. I have a much better chance of engaging a lead while they are on the website or reading a whitepaper.

Dave Bloch
Solution Engineer,
Salesforce

TIP
#13

First show the customer where they're saving money and how much. Then cross-sell a product that costs about the same.

Rohan Ayyar
Marketing Expert
and Columnist

TIP
#14

Better understand your prospects with social data, so that when you engage with them, you're having relevant conversations that make a great first impression. If you're using this data for sales purposes, be tactful. Don't tell your prospects everything you know about them because that can be extremely off-putting – and that one mistake can cost you the deal.

Phil Simpson
Regional Sales Manager, Salesforce



Step Away from the Desk – and Start Selling

68% of a sales rep's time is spent not selling. They spend too much time behind a desk, bogged down in recording activities, replying to emails, and doing busy work. Use technology to change the game.

The Salesforce1 Mobile App helps reps get out from behind the desk and in front of the customer. This e-book will show you exactly how Salesforce1 allows your sales team to spend more time selling and closing new business.



[Download E-Book](#)



USING TECHNOLOGY TO ONE-UP THE COMPETITION

Sales isn't easy. It takes an organised, communicative, efficient person to juggle dozens of accounts, manage countless meetings, and respond to dozens of follow-up emails and tasks every day. Fortunately, today's sales reps are living in a technology renaissance that can revolutionise the way they do their daily jobs – and double or triple how much they can sell. With the right technology that moves at the speed of business, salespeople can focus on the customers and deals that matter most.

“High-performing sales teams are nearly 8x more likely than underperformers to be heavy tech adopters.”

State of Sales

TIP
#15

While making targeted, meaningful relationships should be your ultimate goal, analysing your sales activity data will no doubt reveal certain statistical realities. So if your goal is to close 10 new accounts this quarter, spend an hour to calculate how many calls, emails, meetings and other activities you'll need to get there.

William Tyree
CMO, RingDNA

TIP
#16

When reps love their jobs, customers can sense it, and the results are always better. Technology that improves reps' workflow and productivity not only makes them more efficient, but also helps them sell better. When reps are bogged down by trivial tasks, it creates frustration that can impact sales success.

Howard Brown
CEO, RingDNA

TIP
#17

The #1 challenge salespeople face is getting to decision-makers quickly. Seven to 12 touches just to reach prospects is wasting time. When sales leaders put referral programs in place, reps don't jump through hoops to get someone on the phone. They receive an introduction and get the one-call referral meeting!

Joanne Black
Founder,
No More Cold Calling

TIP
#18

Don't let the tail wag the dog – ensure that any technology you adopt has a purpose, integrates with your workflow, and delivers positive ROI.

Matt Heinz
President, Heinz
Marketing Inc.



Tech for tech's sake doesn't help you win deals.
Tech that makes you faster, smarter, more effective,
more efficient – that's the tech you need.

Matt Heinz

President, Heinz Marketing Inc.





NEGOTIATING THROUGHOUT THE SALES PROCESS

How do you build consensus around a purchase decision with multiple stakeholders and agendas in play? The art of negotiation. A single deal may require hundreds of mini-negotiations before the final conversations around pricing and signing a contract. With every email and call, sales reps should focus on collaboration and what's in it for the customer.

“The most dangerous place to make a decision is in the office. You need to make the decision where the customer is.”

Ulrik Nehammer
CEO
Coca-Cola Germany

Are You Targeting the Right Decision Maker?

The number of people involved in purchasing decisions has ballooned in recent years. To make matters more challenging, every stakeholder has different priorities, goals, perspectives, and knowledge about what the rep is selling.

Making the sale is all about negotiating with the right people at the right time. In this e-book, learn how to appeal to every person impacting the purchase decision.



[Download E-Book](#)

TIP
#20

Know who is at the table and what's important to them. Otherwise, you might find yourself offering a bargaining chip that has no relevance to the stakeholders, and once it's on the table it's hard to take back.

Elizabeth Hicks
Senior Small Business AE,
Salesforce

TIP
#21

I've saved myself a lot of time in negotiations by leveraging my champions. I ask them if I should present my best price or leave some room to negotiate. By asking them how their CFO/CEO buys, they have a stake in the game and worst case, if they were wrong, they will be the voice in the room reinforcing that we went to the wall for them.

Jessa Jennings
Account Executive,
Salesforce

TIP
#22

When you are busy, don't let an email from a customer/prospect go hours or days until you respond. Take 15 seconds to acknowledge their email and let them know that you intend to respond within "X" timeframe.

Bernard Sullivan
Enterprise Account Executive,
Salesforce

TIP
#23

Higher the risk, higher the payoff. That's just how life works. So go big or go home.

Mia Dand
CEO, Lighthouse3

TIP
#25

Empathy always works in your favor.

Matt Heinz
President,
Heinz Marketing Inc.

TIP
#24

The fewer dimensions to your communication, the less leverage you have. Email better than texting, phone better than email, video conference better than phone, live conversation better than any of them. Multi-dimensional communication allows you to not only communicate, but read the other side more accurately and quickly to move the deal forward and across the finish line.

Matt Heinz
President, Heinz Marketing Inc.



Make sure to continually revisit the reason your discussions started in the first place by referencing back to the challenges to be solved or the gains to be made. When the final contract is in front of them, you want those to be top of mind.

Alisa Depedro
SMB Strategic Account Executive, Salesforce

TIP
#27

Going into a big presentation with a full team beside you? Pre-plan seating with your team and make an effort to seat like personalities/ roles next to one another (VP next to VP, Sales Engineer next to IT Manager, etc.). It allows for sidebar conversations and relationship building.

Bernard Sullivan
Enterprise
Account Executive,
Salesforce

TIP
#28

If you don't ask, the answer will always be no. So don't hold back even if you think you won't get the answer you want.

Mia Dand
CEO, Lighthouse3

TIP
#30

Know the difference between positions and interests. You'll get stuck on interests if you don't identify the position.

Jeremy Wiggett
Director, Sales
Development,
Salesforce

TIP
#31

The better you understand their motives, their motivation, their objectives, the more likely you'll achieve yours as well.

Matt Heinz
President,
Heinz Marketing
Inc.

TIP
#32

Never negotiate unless you know in advance the other person's timeframe for making a decision. Time is the greatest negotiating tool. Failure to know the other person's time to make a decision weakens the value of any offers you make, and it will often necessitate having to renegotiate.

Mark Hunter
The Sales Hunter

TIP
#29

When working with a customer-side champion to secure their business, consider the negotiations they'll face within their own organisation to get the deal done. To ensure a frictionless close, help them uncover and anticipate the questions and objections they're likely to get as they present their business case, and arm them with the tools they need to defend it.

David Priemer
VP Sales, Salesforce

TIP
#33

Successful negotiation relies on trust. Coming from strong relationships, trust develops through open and honest communication. One could argue that technology, ironically, has made this more difficult. We have a multitude of channels, like email, phone, instant messaging and social media, just as a start. But if you think of those communication tools as a hierarchy of concentric circles – from a very private inner circle to a very public outer circle, and within each circle there is a different level of privilege, different type of follow-up, and different response times – technology actually helps you communicate more effectively to the people that matter most. When times are tough and you need to rely on the relationship you’ve built to negotiate successfully, think about who’s in your inner circle and if they are truly receiving the level of privilege they deserve.

Conrad Bayer
CEO and co-founder, Tellwise

TIP
#34

The most effective negotiation strategy ever is to be the first vendor to show your prospect a fresh way to achieve their objectives that’s built on a rock-solid business case. You’ll have minimal competition and huge credibility, making you an irresistible force who’s worth whatever you’re charging.

Jill Konrath
Speaker and author of *Agile Selling*
and SNAP Selling

TIP
#37

For those who sell to people with different backgrounds, listen more and talk less. Keep asking why till you understand what’s really driving change in the business.

Tarun Pant
Marketing Cloud
Commerical
Account Executive,
Salesforce

TIP
#35

Get to the ‘no’ as quickly as possibly so you can figure out how to get to the ‘YES’.

Faye Trumbell
Account Executive,
Salesforce

TIP
#36

In a strong competition, ask the customer: If we were the same price, who would you do business with? Then ask why a few times after each response. Next you will realise who is better and why.

Manuel Varela
Account Executive, Salesforce



Be a collaborator, not an adversary. From the very first discovery call, you should be explicitly and implicitly aligning yourself with the prospect by sympathising with their problems and advising on solutions. Don't make the mistake of waiting until they look like a “real buyer” to be friendly and helpful.

Sam Arnold

Senior Account Executive, Kahuna

TIP
#39

Negotiation is not about one side winning and the other side losing. Negotiation is, or at least should be, all about creating a win-win situation. The worst outcome in a negotiation is win-lose or lose-win. Even the toughest negotiators (such as commodity acquisition executives) may seem very tough, but if you work with them long enough they will find a way to create a win-win outcome.

Dan McDade
President, PointClear

TIP
#42

If the customer is not giving you an answer and is faced with a big decision, tell the customer to do a pros and cons list. If pros outweigh the negative, we move forward. If not, we don't close. Simple.

Manuel Varela
Account Executive, Salesforce

TIP
#40

Your values will shine through across every customer interaction. My philosophy is great business relationships require vision, execution and trust.

Richard Turtle
Account Executive (Commercial Geo), Salesforce

TIP
#41

The first step to a successful negotiation is remembering that negotiation starts from the very first interaction in the sales cycle, and success depends on co-creating value with your customer. You must prepare fully as you negotiate, and to succeed, you must negotiate in all dimensions, recognising that you can control the scope and sequence of the negotiation events.

Donal Daly
CEO, The TAS Group

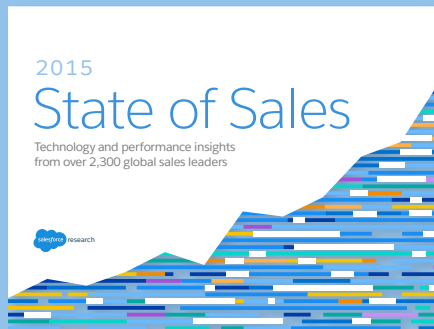


Get The Latest Sales Research

Salesforce Research surveyed more than 2,300 global sales leaders to discover:

- The unifying goals, stumbling blocks, and success metrics for today's sales teams
- How high-performing sales teams are evolving to stay ahead of the curve
- Areas where sales is doubling down to supercharge business in the next 12-18 months

Download the report now for a complete look at topline sales trends that will help you pitch better – and sell more – in 2016.



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PITCHES AND PRESENTATIONS

The smartest pitch and best-designed sales deck won't work if they're not relevant to your prospect. Nowadays, pitching is a two-way street, requiring you to know your prospect's needs before you enter the conversation. The best pitches and sales presentations are tailored to your unique audience and allow them to participate in the conversation. And always be ready to actually listen to objections before you respond, instead of reading from a script.

“I like to think of sales as the ability to gracefully persuade, not manipulate, a person or persons into a win-win situation.”

Bo Bennett
Author

TIP
#43

Prepare more questions. Salespeople spend too much time preparing what they want to say to a customer and not enough time thinking of the questions they should ask. The best sales presentations are the ones never given, because the salesperson and the customer are having a discussion around the questions being asked.

Mark Hunter
The Sales Hunter

TIP
#44

Start by clarifying each person's priorities prior to starting the demo, and then let them all know you will be pausing throughout to ask for their feedback. Put logical pauses in the demo to stop and ask, "How do you see that fitting into your existing process?" or "How does that compare to how you're doing it now?" This is way better than asking, "Does that make sense?"

John Barrows
Sales trainer

TIP
#45

Less about you, more about them. Put your "about us" slides at the end (if you include them at all). Focus on their objectives, their outcomes, their explicit gaps between current performance and future desired success. Demonstrate how others have already reached the promised land.

Matt Heinz
President,
Heinz Marketing
Inc.

TIP
#46

Quick question...How skilled are you at storytelling? Or better yet, when was the last time you told a great story? It could have been to a group of friends, to coworkers, to your children, to anybody really. Being a good storyteller is a the secret-sauce skill that will help you win more friends, influence more prospects, and have a lot more fun in work and life. A well-told personal story breaks down barriers, engages your audience, humanises you as a speaker, and can take your sales presentations to the next level. So again, the question remains: How skilled are you at storytelling?

Mark Raymo
SMB Strategic Account Executive, Salesforce



Incorporate video into your sales pitch. Try not to go slide by slide in a monotone fashion. Instead, walk around the room and engage your audience, then interject videos to explain valid points. Consider making a video about how you can help the company you're pitching and interview multiple team members.

Yaniv Masjedi
VP of Marketing, Nextiva

TIP
#48

Whiteboard tips: Effective communication takes place when people can follow and understand your story. Slow down; writing fast lowers legibility. To be readable, your font should be at least 2 inches large. Write in all-caps to make it easier to see. Write from your shoulder, not your wrist, to make text larger and more uniform.

Colin Searles
Account Executive (MM), Salesforce

TIP
#49

Brainstorm a list of all the things that clients ask for during the sales process and prioritise 1-20 (easy to hard). Then list everything you want throughout the sales process and prioritise 1-20 (early to late). Then match them up to create a scorecard where you can objectively 'score' deals.

John Barrows
Sales trainer

TIP
#50

Create your own 30-second elevator pitch for each product you have to sell. This is mostly for your understanding, because if you cannot explain something simply, you do not have a good understanding of it.

Colin Searles
Account Executive (MM), Salesforce

TIP
#51

When you present to your customers, don't talk about yourself. Just review where they're at and explain how you could help them achieve their goals, not a list of your product's features.

Paul Walker
Principal Solution Engineer, Salesforce

TIP
#52

Use a formula to improve the impact of your pitches and strengthen your argument by making it easy for your audience to absorb the message/value.

David Priemer
VP Sales, Salesforce





NEGOTIATING PRICES AND CONTRACTS

At this crucial juncture in the sales process, you've crossed substantial hurdles, you've established rapport, and you've been trusted to see this deal through to the end. But if it breaks down here, it'll be a big disappointment – so stay sharp and don't get lazy as you create the all-important contract and corresponding pricing plan.

*“In life you don't get what you deserve,
you get what you negotiate.”*

Chester L. Karrass
Author

Here's How to Get from Click to Close Faster

Getting a deal past the finish line is often the most arduous part of the entire process. But when you use a CRM solution, you can be ultra-responsive during negotiations, never creating a delay.

In the e-book *7 Ways to Get From Click to Close Faster*, learn how to simplify the sales process all the way through negotiations – whether that's adjusting pricing or getting electronic signatures – so you can be more productive and ultimately close more deals.



[Download E-Book](#)

TIP
#53

Don't view pricing negotiations as a battle of wills. View it as finding the right price that mutually benefits both parties. If you've aligned yourself with the prospect as a collaborator and identified how the problem you're solving ties to actual revenue, this should be a short and painless process.

Sam Arnold
Senior Account Executive, Kahuna

TIP
#54

Tip for negotiating prices: always start with list prices in your initial proposal. Discounting your products in the first proposal basically says you don't believe your products are worth paying list price for. Never give away discounts, unless you have an upfront agreement with the customer about what you will get in return (usually information on the decision-making process or agreement on dates for signatures). Always use the 3-way rule: you will have to assume a customer will always come back 3 times to ask for something else/more. Have backups ready in order to be able to give something else, no matter how small. This will get your deal across the finish line!

Jordi Storcken
Account Executive, Salesforce

TIP
#55

During financial negotiations, it's critical you ask a lot of questions and seek to understand the other party before seeking to be understood yourself. The purpose is to dig to the core of their position so you'll understand their motivations and be able to craft a win-win outcome.

Kyle Porter
CEO, SalesLoft

TIP
#56

Use a screen-sharing program like GoToMeeting, WebEx, or Join.me so you can provide visuals while discussing pricing over the phone.

Amber Bellaire
Account Executive, Salesforce



Always give a discount to someone who tends to bargain. Customer acquisition cost: a bit higher.
Customer ego boost: priceless.

Rohan Ayyar
Marketing Expert and Columnist



TIP
#58

Remember the customer is making a financial decision and functionality is only the supporting reason to buy, not the main one. Sell on ROI and value and you'll protect your price. Find out business impact (\$\$ revenue increase, cost/case, customer retention) in their language. The "I" is your price, and getting the "R" as big as possible helps protect your pricing.

Paul Vine
Senior Account Executive, Salesforce

TIP
#59

Always present your price with two options. The first option is high-priced, which of course includes everything. Pause and wait for the customer to respond, and typically the customer will say it's too much. At this point, show them the lower-priced option, which is the package you felt would be right for the customer all along. By showing it to them second, the customer will feel it's a bargain compared to the higher-priced first option.

Mark Hunter
The Sales Hunter

TIP
#60

If it's not working for you, it's not working for them. The vast majority of the time, they don't want to lose your business any more than you want to walk away. Find your common ground.

Matt Heinz
President, Heinz Marketing Inc.

TIP
#61

Use their language, terminology, corporate colors, font, and imagery to truly personalise your message. Never use your corporate deck.

Paul Walker
Principal Solution

TIP
#62

Don't say no. Give options. Never give without getting something in return. Negotiations are an exchange of needs.

Colin Searles
Account Executive (MM), Salesforce



Ready to Close More Deals this Year?

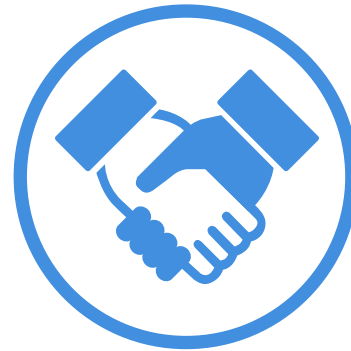
In 2016, the trends of cloud, social, mobile, data science, and IoT will continue to form relationships with prospects and sell. The selling landscape is changing – fast. How can salespeople close deals smarter and more efficiently in the new year?

Download our free e-book *How to Close More Deals in 2016* now and learn how to:

- Create the ultimate 2016 sales plan
- Maximise revenue with territory mapping
- Use data to manage your pipeline and uncover new opportunities



[Download E-Book](#)



CLOSING A DEAL

The way customers decide what and where to buy has changed. The closing tactics that worked 20, or even five, years ago might not work today. Salespeople need different tactics to sell successfully. That will be especially true in 2016, in our increasingly mobile and hyperconnected world. Move aside, *Glengarry*. A new era of sales has arrived.

“Sales are contingent upon the attitude of the salesman, not the attitude of the prospect.”

William Clement Stone
Author

TIP
#63

Think through all the questions your potential clients are likely to have about your products and services, the objections they might have, what they need to know and feel to be ready to buy from you. Show that to them in your content - but not necessarily directly. Your primary focus for content should be useful information that helps your prospects with their problems and goals. But illustrate that content with case studies or examples that answer their questions, objections, or cover the “know and feel” factors. That way your prospects get value from your content, but also feel more comfortable buying from you.

Ian Brodie
Author and consultant

TIP
#66

You should already have content that targets prospects and customers at all stages of the funnel. The cornerstone is usually the last one to be laid.

Rohan Ayyar
Marketing Expert
and Columnist

TIP
#67

Great content can not only generate leads, but can also be leveraged by sales reps to propel deals forward. That’s why it’s crucial to arm sales reps with contextually relevant content that can influence deals at every sales stage, from educational blogs and e-books to case studies aimed at serious, opportunity-stage buyers.

Jesse Davis
Sr. Content
Manager,
RingDNA

TIP
#64

The fastest path to any decision is a direct one. As salespeople, we have forgotten how to be direct. When you are trying to close a deal say “Bob, if you were me, would you forecast this deal to close this month or next?” Don’t be afraid to be direct!

Trish Bertuzzi
Chief Strategist The Bridge Group

TIP
#65

Leverage the administrative assistant as an asset, not a gatekeeper. Assistants know where the bodies are buried, they know their boss’s objectives, and they’re motivated to help their bosses be more successful. Plus they’re far easier to access, speak with, and influence.

Matt Heinz
President, Heinz Marketing Inc.



Are lost customers “dead” to you? They shouldn’t be. Within three months of losing a deal, follow up to see how things are going. You’ll be surprised by how much business you can win back simply by being friendly and helpful. And when your contact takes a new job somewhere else, they’ll remember your steadfastness.

William Tyree
CMO, RingDNA



TIP
#69

One of our best sales tips is to make product/service suggestions to customers in our normal course of communication. When we communicate with clients about current orders, or requests (even customer service issues), we add a sentence or two about other ways we can help them. So, for example, when we incorporate a new business, we not only answer the client's pending question, but we also let them know that we can help the client with their annual filing or tax ID. This is a great way to get the client thinking about other services we offer about which they might not have known. It is also a good way to add value and establish our company as a trusted advisor by suggesting services the client might need in the future. Natural suggestions of product offerings (not a hard sell) during standard customer service communications can be a great way to increase company sales.

Deborah Sweeney
CEO, MyCorporation

TIP
#72

Make sure your follow-up is always super relevant, and then send over-targeted content that you can go back and leverage for your next discussion.

Alison Gooch
Senior Manager,
Enterprise
Business Reps,
Salesforce

TIP
#73

Continue to build trust with your buyers as a deal progresses by sending content that helps them excel in their job and career, even if unrelated to your products (e.g., industry updates by third parties; process-related tools; and e-books, blog posts, and infographics by your content marketing team).

Michael Gerard
CMO, Curata

TIP
#70

Got a response email from a prospect? Jump on it to show them how much you value your customers.

Sonja Gracie Lehmann
Senior Manager, Sales Development, Salesforce

TIP
#71

Make friends with their friends (read: gatekeepers). Even the busiest decision maker can't resist a personal recommendation.

Rohan Ayyar
Marketing Expert and Columnist



DEALING WITH ANGRY CUSTOMERS

No matter your product or industry, unsatisfied customers are a part of life in business. And it's understandable – no sales rep lists all that could go wrong in the middle of selling, so customers can feel misled or simply disappointed when something goes awry. The key is listening and always offering solutions, so that your current angry customers don't become your former customers.

“High-performing sales teams are 6x more likely than underperformers to rate their capabilities in partner/customer or prospect collaboration as outstanding or very good.”

State of Sales

Journey to the Cloud

More than ever, businesses can harness the power of data to connect with each customer throughout the entire customer lifecycle. It's just a matter of leveraging the right technology to help you get there. Download this e-book to find out how on-premise legacy solutions are holding you back and why now's the right time to move to the cloud.



[Download E-Book](#)

TIP
#74

The best way to deal with an angry customer is to stay calm, listen to their concerns, and give them the best customer service possible. Go above and beyond and do whatever it takes to make them happy. With a little effort, you can turn a person with a negative view of your business into a fiercely loyal brand advocate.

Yaniv Masjedi
VP of Marketing,
Nextiva

TIP
#75

Vent, Validate, and Value: Avoid trying to solve the problem right way. The customer wants to vent and be heard. Apply real-world acknowledgement of the problem. I once told a customer I didn't blame him if he chose not to work with the company again. Now you can offer solutions and recommendations.

Colleen Stanley
President, SalesLeadership

TIP
#78

You don't need to take the blame; you only need to acknowledge there's a problem. Then, they'll let you define it the way you want.

Rohan Ayyar
Marketing Expert
and Columnist

TIP
#79

Apologise for your mistakes. Make things better. Your customers won't remember the mistakes as much as they'll remember what you do next.

Matt Heinz
President,
Heinz Marketing
Inc.

TIP
#76

If you can get them to laugh, you'll be in good shape!

Elizabeth Ostby
Account Executive,
Salesforce

TIP
#77

Consider giving them what they want. More often than not, it's inexpensive in the larger scheme of things, and a sure-shot way to retain them.

Rohan Ayyar
Marketing Expert and Columnist



Practice positive and proactive empathy. Thank them for sharing their concerns and complaints, and ask how you can make it better. Put yourself in their shoes and listen. Sometimes that's all angry customers need – to feel like someone is listening and cares.

Matt Heinz

President, Heinz Marketing Inc.



Meeting customers on their own turf.

Over the past several years, customer service has undergone a dramatic shift, taking an omni-channel approach, and providing service on every channel, everywhere. This shift was driven by customers who are reaching out via email, text message, social media, live chat, and apps.

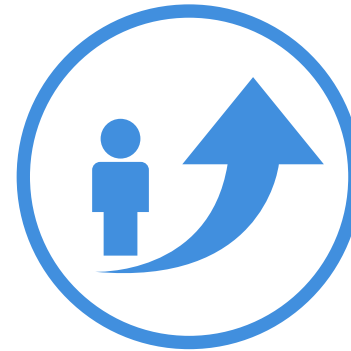
Recently, we surveyed more than 1,900 global service leaders for our 2015 State of Service report. This e-book highlights the actions top performers are taking to deliver exceptional service. For example:

- Meeting customers on their own turf, wherever they are
- Empowering their customer service agents to act quickly and efficiently
- Using smart technologies to anticipate customer needs
- Providing self-service options

[Download this free e-book](#) today to find out how top performing customer service teams are delivering incredible customer service.



Download E-Book



NEGOTIATING A RAISE OR PROMOTION

When you've exceeded expectations at your job, it feels good. It feels even better when your manager rewards you with a well-deserved raise or promotion. Very few managers hand out accolades just for the sake of it, so your best bet for securing this recognition is to agree on expectations together and surpass them – and communicate what you've done. Go get 'em!

“A boss’s salary isn’t just about money. It is about perks. For example, every year I get a \$100 gas card. Can’t put a price tag on that.”

Michael Scott
The Office

TIP
#81

What's in it for them? Your organisation or boss isn't paying for past performance; in their eyes, they're paying for what you'll do next. So what is that exactly? What ROI will they achieve in the future in exchange for giving you more money and/or motivation?

Matt Heinz
President,
Heinz Marketing
Inc.

TIP
#82

Don't wait until you think you deserve to be promoted to talk about being promoted. Discuss your career aspirations with your manager on a regular basis to ensure you're on the same page regarding what you should be doing now to position yourself for a future promotion.

Amber Bellaire
Account Executive,
Salesforce

TIP
#83

Don't make your raise and promotion about you. Make it about the company. How will you make it better, stronger, and more money? What can you do in an increased capacity to serve the company's objectives? Selfless pleas and statements about the company's future success (and your role in it) is what will get you more money and the next promotion.

Matt Heinz
President,
Heinz Marketing
Inc.

TIP
#84

Be clear about your deal breakers. If it's not the right offer, be prepared to walk away.

Mia Dand
CEO, Lighthouse3

TIP
#85

Don't negotiate salary based on the role as job and project descriptions can be re-written. Ask for what you are worth based on what you have to offer.

Mia Dand
CEO, Lighthouse3

TIP
#86

When you are at the end of a negotiation, particularly for a raise or promotion, ask, "Is that the best you can do?" or, "Is that the best you can offer?" That often leads someone to come back with one or more additional items that you may never have even considered asking for.

Denise Brosseau
CEO, Thought
Leadership Lab



Most people make a case for a raise based on what they've done, but most managers will approve a raise – and even a promotion – based on what you're going to do next. Make a case for the ROI you're going to deliver moving forward.

Matt Heinz

President, Heinz Marketing Inc.





MUST-HAVE TIPS FOR ALL SALESPEOPLE

There's no exact recipe for what makes the perfect pitch, sales rep, or follow-up email. Every deal is different, but you can learn from the mistakes and advice of others as you attempt to make a deal with every new prospect. The more you sell, the more you realise what stays the same: Listening to customers and putting their needs first is required for any successful sale. Beyond that, how you engage prospects and inject your own selling style is up to you.

“Most people think ‘selling’ is the same as ‘talking.’ But the most effective salespeople know that listening is the most important part of their job.”

Roy Bartell
Sales expert

Use Analytics to Transform Sales

Interpreting sales analytics used to be a cumbersome process that took time away from selling and offered more frustration than insight. Enter Wave Analytics, a mobile, self-service tool that delivers instant answers on any device.

Read this e-book to see how Wave is transforming sales for companies across the healthcare, financial services, and tech industries, and how it can help you be a better sales rep.



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TIP
#88

Work directly with sales execs in key target regions to identify prospective customers who have the best product/market fit. Keep this list separate from marketing automation for customised 1:1 outreach by inside sales and marketing. Make sure to keep the lists and data super clean!

Aaron Huang
VP of Marketing,
Lumity

TIP
#89

Make friends with your marketing team! Work with them to establish the definition of a qualified lead. This will ensure that you only get assigned genuine, workable prospects.

Phil Simpson
Regional Sales
Manager,
Salesforce

TIP
#90

Certain words and phrases simply have magical powers. The word “because” is one of them. In a sentence, the conjunctive “because” triggers the listener’s brain to say, “Oh, the thing I’m going to hear after this word will be a justification for the thing I heard before it,” and the magical way this word works can be a formidable ally in your sales efforts!

David Priemer
VP Sales, Salesforce

TIP
#91

Sales performance metrics aren’t just for managers - they’re for reps, too. Give your team the ability to see their personal real-time quota attainment, sales activity and efficiency analytics, and their desire to visualise crushing their goal metrics will be the only form of gamification they’ll ever need.

William Tyree
CMO, RingDNA



B2B sales is about offering value and being helpful, not pitching products against an aggressive timeline. If you make your primary mission one of discovery, with the goal of determining whether your product can actually help, you won't just win their business - you'll also earn a referral partner that will send more customers your way.

Howard Brown
CEO, RingDNA

TIP
#93

Provide the decision-maker with the value of taking a meeting or call with you. Have a point of view on how your product/service can help them by referencing industry insights, competitor information, relevant customer stories, or ROI impact. This shows that you understand their business and industry and how your product/service can help.

Lauryn Colt
Account Executive,
Salesforce

TIP
#94

Make their admin your friend by treating them like the executive and explain to them what you are trying to accomplish (i.e., trying to find the right person for x, trying to see if they would have a need for y, etc). They know quite a bit about the exec and what topics would be of interest or projects that are coming up. Generally if you treat them with respect and not try to trick them or work around them, they will be helpful in directing you to the right contact.

Michael Frederick
Strategic Account Manager, Salesforce

TIP
#95

Once you have earned trust, ask the EA to schedule time on the exec's calendar, rather than trying to reach the exec directly. They usually manage the exec's calendar and can get you scheduled in or tell you a time that would be best to reach the exec.

Michael Frederick
Strategic Account
Manager,
Salesforce

TIP
#96

As sales professionals, we should be focused on adding value to our customers at every interaction in advance of any ask. For example, instead of ping-ponging your prospects with the all-too-familiar "just checking in" emails or phone calls, why not send them an article or business book you feel they'd enjoy?

David Priemer
VP Sales,
Salesforce

TIP
#97

As salespeople, we may not be CxOs ourselves, but chances are we have a wide network of CxOs that are customers or potential customers of ours. These people may not be interested in meeting us in person, but they're likely interested in meeting each other. Offer to host a lunch or dinner and you'll be elevated to business partner status.

Amber Bellaire
Account Executive,
Salesforce

TIP
#98

Multitasking is a completely overrated as a skill. In fact, I believe that multitasking is simply an opportunity to mess up many things simultaneously. The key to success in a sales environment overflowing with opportunity is rigorous prioritisation.

Nick Hedges
CEO & President,
Velocify

TIP
#99

When it comes to most aspects of business, from negotiation to raising funding, you're more likely to get what you want when it isn't something you imminently need. This situation isn't always possible, but if you are able to get time on your side and don't need to use a crutch, you'll be in a much more advantageous negotiating position. Planning ahead and building positive relationships can only improve the outcome of negotiations.

Doug Winter
Founder and CEO, Seismic

TIP
#100

Know what deserves an action. Not all activities deserve a response from sales. Prioritise the activities that your reps should be following up on, like visiting your pricing page or filling out a "contact us" form.

Mat Swezey
Marketing
Evangelist,
Salesforce



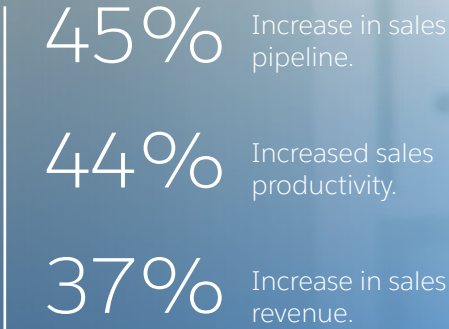


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Source: Salesforce Customer Relationship Survey conducted May 2015, by an independent third-party, Confrimit Inc., on 4,600+ customers randomly selected. Response sizes per question vary.

Note: Performance metrics are intended as a guideline based upon historical results from a sample set of customers. Results are dependent upon many different factors that are customer-specific. Therefore, actual results will vary.





**CONNECT TO YOUR CUSTOMERS
IN A WHOLE NEW WAY**



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