

A man with a beard and glasses, wearing a dark suit, is smiling and talking on a mobile phone. He is standing in front of a blurred background of office lockers.

# ACCELERATE YOUR SALES PERFORMANCE

SEVEN TIPS TO SALES SUCCESS



## Introduction

# COLD CALLING

Let's face it, most salespeople dread making the cold call. Who wouldn't? Essentially, you're interrupting someone's day to get something you need out of them — information, a meeting, a new sale, you name it.

But picking up the phone is not only one of the best ways to connect with customers, it's one of the best prospecting tools you can have in your arsenal. It's the way to take the lead. And succeed.

Created from the teachings of the best front line Salesforce managers, this book will tell you:

- Best practices to prepare for a call
- How to efficiently organize your sales team
- Tips on how to make a connection every time
- Why the phone beats email
- Great tools to measure yourself and stay organized.
- A list of external resources for further study

So if you could stand to improve on any of the above points, this e-book is for you. Let's get started.

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## Chapter 1

# ORGANIZE AROUND SKILL

In baseball, there are starting pitchers and closing pitchers. They have very different roles on the team based on what they do best, but both serve the ultimate goal of getting the team a win.

Your sales team is no different. To create new opportunities and sales pipeline, understanding everyone's skills is essential to playing the right people at the right time.

At Salesforce, sales managers identified four essential areas to success: inbound lead qualification, outbound prospecting, closing, and account management.

Identifying roles by skill sets has also allowed Salesforce to create the right incentives to deliver the best results. So people who qualify leads are rewarded on volume whereas closers and account executives are rewarded on total dollars sold. Meanwhile, the team in charge of prospecting, business development reps, are rewarded on the pipeline generate (total dollar value of sales opportunities.)

### SKILLS — WHAT TO LOOK FOR

#### LEAD QUALIFICATION

Listening, gregarious, curious

#### PROSPECTING

Improvisation, curious, listening

#### CLOSERS

Negotiation, competitive, visionary

#### ACCOUNT MANAGEMENT

Consultative, process oriented, collaborative.

## Chapter 2

# KNOW THY TARGET

Selling to a customer shouldn't feel like a one-night stand. It should feel more like a courtship that will ultimately lead to a long-term relationship. Though most sales people know this, many still make cold calls without enough preparation to turn even a short conversation into something more.

The best prospecting teams work with marketing and product teams to build extensive personas to discover who may be the best fit for the product. While prospecting tools such as Data.com can be a foundation for personas with insights into title, company hierarchy, and company overview, you need to go much further and deeper for a complete picture. A good persona details a prospect's motivations, outlines day-to-day job function, mentality, and most importantly, their biggest business pains.

Working out these things before you call will shape everything that happens after the first "Hello," putting you on much better footing to develop a selling relationship.

### WHO ARE YOU SELLING TO? (A PERSONA EXAMPLE) VP OF SALES

#### PRIMARY JOB GOAL

Help the VP of Sales reach their number through increased productivity.

#### BIGGEST PAIN POINT

Lack of process and visibility

#### HOW THEY ARE EVALUATED

Sales cycle length, rep ramp time

## Chapter 3

# SHOW ‘EM YOU KNOW ‘EM

Ever gotten a call that starts: “I’m just calling to touch base?” What’s the reaction you have? You immediately dismiss the person as a telemarketer or someone trolling for a conversation that might lead to a sale.

So how do you develop a real reason to start a conversation that leads to more? There is a 2-step process to building the background you need to make your calls as pointed as possible.

### Step 1:

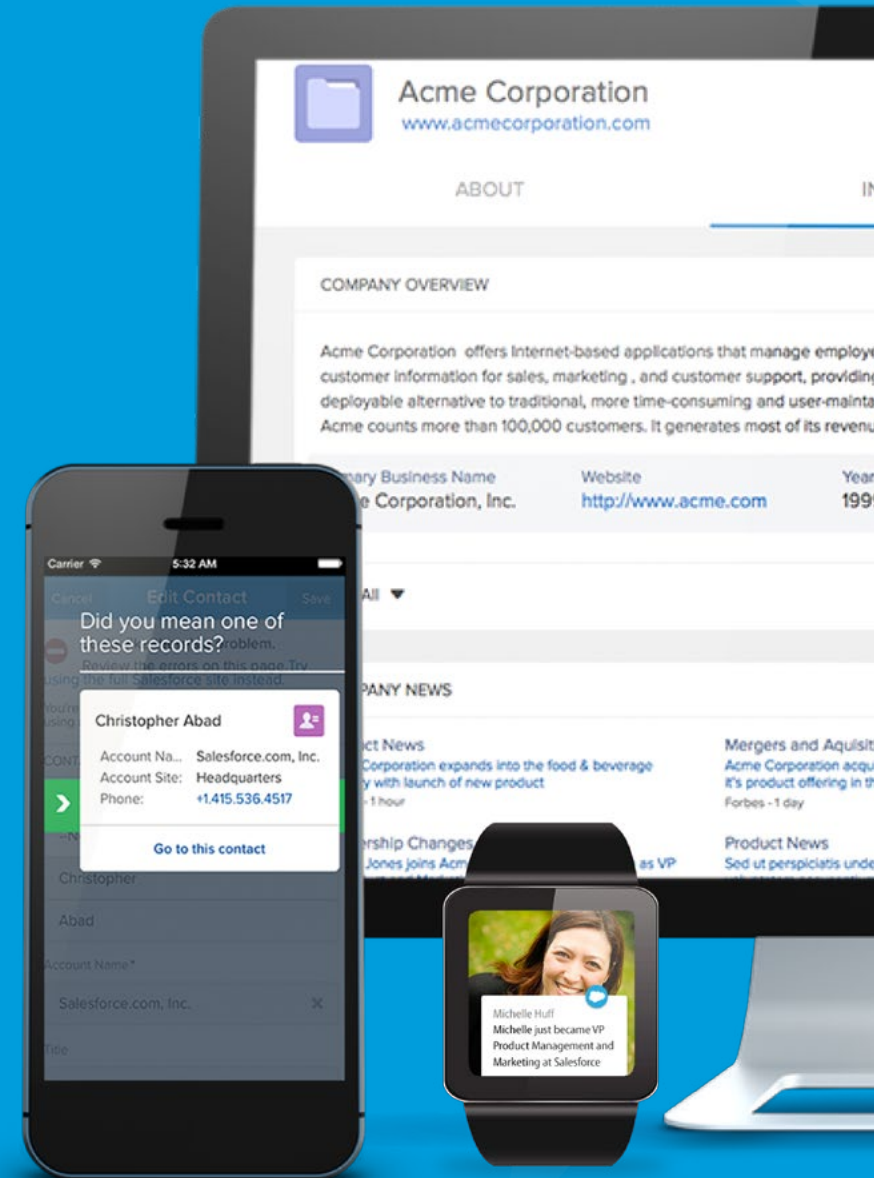
Use a tool like Data.com to help you understand a prospect’s title, while also gathering relevant information about the company they work at — including ideas about how the company is organized. Even a little information about your prospect

can help you learn more and develop a vision for how you can help them. Research their company’s current marketing campaigns. Dig into business news articles that might mention them.

### Step 2:

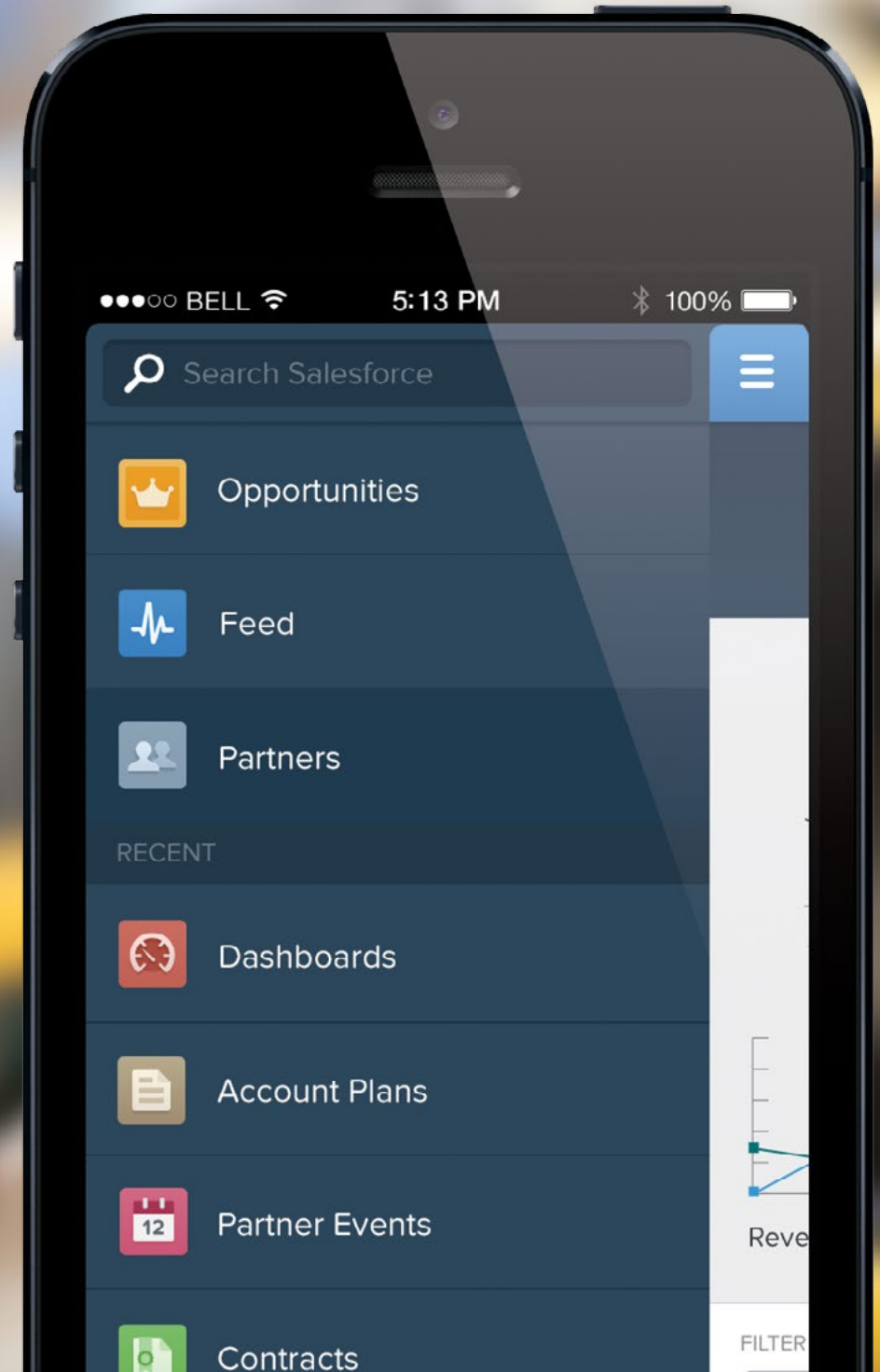
Using what you know, show them you have a vision for their business. You can do this by developing or choosing a pre-existing offer for them. Webinar, e-books, an ROI calculator, a white paper, or analyst report can all make it clear that you understand their business.

In short, make sure you have an idea about how you can lead them by helping them.



# Take an interactive guided tour.

Learn how a sales manager and sales rep use Salesforce to manage their day. This interactive tour guides you through the different capabilities of Salesforce. Experience the world's #1 CRM app today.



## Chapter 4

# SECRET WEAPON: A REFERRAL

The first goal of cold calling might be to get an in-depth meeting, but it's unrealistic to think that will happen with every call you make.

That doesn't mean you can't get the next best thing out of a call, namely, a referral.

Why? For one, it means the door hasn't been shut. And two, a referral gives you a new name to talk to, maybe someone you didn't even have on your radar. Even better, because you've been referred, your call to that referral gives you credibility you can't get anywhere else. In fact, when you connect with someone based upon a referral, the likelihood they accept a meeting goes up. Way up.

# 85%

OF THE TIME EXECUTIVES  
RESPOND POSITIVELY TO  
REFERRALS\*

And while the scientists probably have a fancy term for it, we just call it "peer pressure."

\*According to BASHO Technologies

## Chapter 5

# COLD CALLING IS NOT DEAD

The debate over whether email is more effective than the phone rages on. On one side, pundits claim email gives you scale and speed you can't achieve with the phone.

But the managers at Salesforce all insist the phone is best. And the reasons are simple. First, an answered phone call quickly puts you onto the path of qualification so you waste less time on a prospect that ultimately goes nowhere. Second, emails are easy to ignore, and sometimes are never even seen due to filters.

And while the younger generations starting out in sales are more apt to use digital communications, the buyers they are targeting are probably a bit more traditional and respond faster to the phone.



## GETTING SOMEONE TO ANSWER THE PHONE

**Making calls can be tough. However, there are a few things you can do to increase your chances for success:**

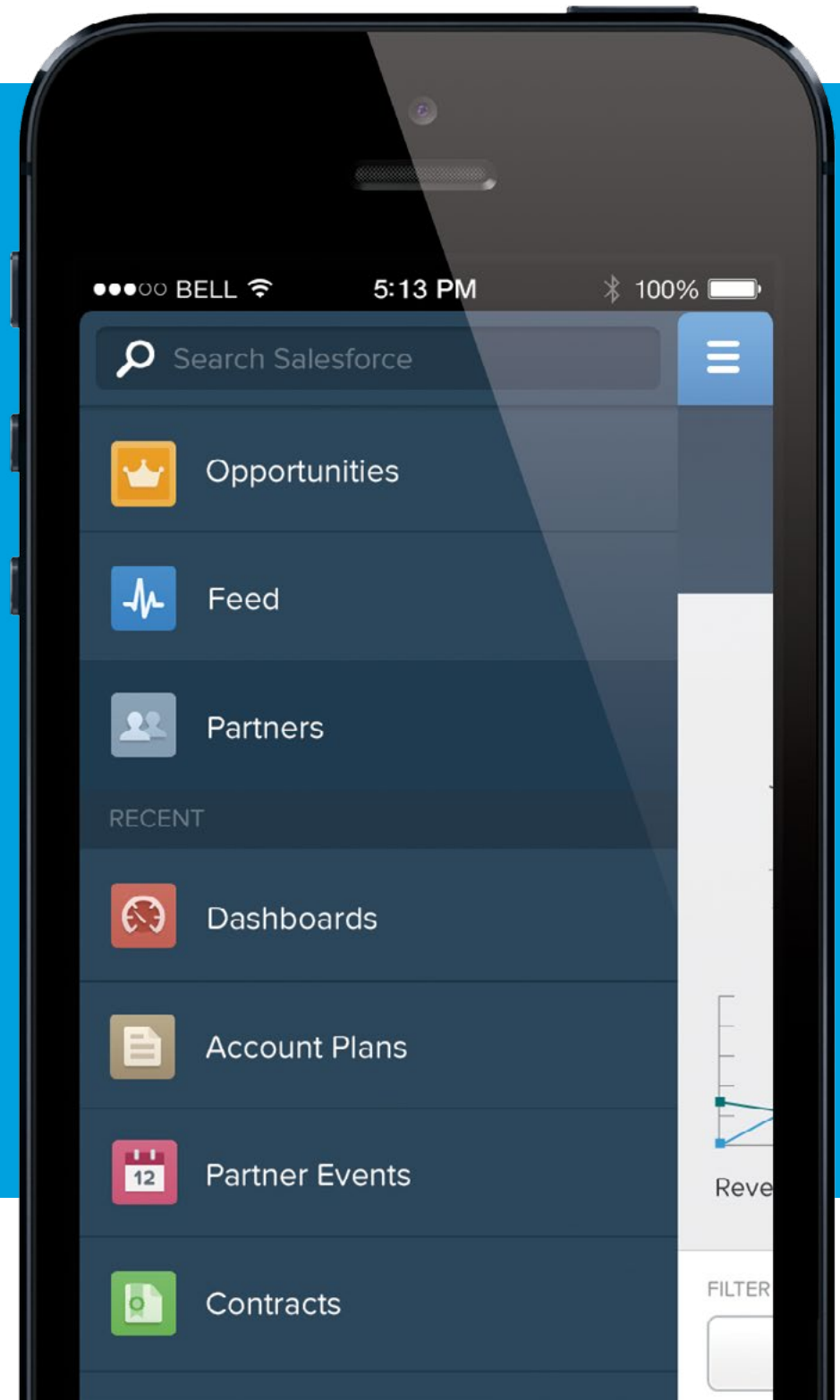
- Call at different times of day
- Call in 2 hour blocks
- Print up a list of people to call
- Turn off your email and web browser
- Leave voicemails sparingly so you can call back on your time.

## Chapter 6

# BETTER TOOLS = BETTER PERFORMANCE

One key to boost sales performance is leveraging the right suite of tools to both increase individual sales rep effectiveness and improve collaborative team selling.

For the Salesforce team, that means taking full advantage of the collaborative tools built into Salesforce CRM, nurturing leads with Pardot, and getting the right information with Data.com. And since Salesforce is a mobile-first company, all of these tools are built directly into the Salesforce1 Mobile App. The team can easily share information, help each other close deals, and get the information they need wherever they are.



## Chapter 7

# MEASURE, THEN MEASURE AGAIN

Think about anything you ever cared about getting better at: running, losing weight, or how much you make. What makes it so easy to monitor your progress in these areas? They are all measurable. It's no different when it comes to prospecting. Only with knowledge can you adjust and improve.

Here are some key things to consider measuring:

- How many calls do you make?
- What time of day is best?
- How many quality discussions do you have?
- How many referrals do you get?
- How many meetings do you set up?

HERE'S A SIMPLE FORMULA  
THAT CAN ALSO HELP  
TRACK YOUR PROGRESS  
AND EFFECTIVENESS  
MONTH OVER MONTH:

Meetings Booked + Referrals  $\div$  # of Calls Made in a Time Period

Once you start tracking, the key isn't the number itself, but focusing on how you can make the number better.

A man with a beard and glasses, wearing a dark suit and tie, is smiling while talking on a mobile phone. He is standing in an office environment with white lockers or filing cabinets in the background.

## *Conclusion*

# 3 THINGS TO REMEMBER

Prospecting is hard, but don't make it harder than it has to be. Keep things in perspective with these three points.

### Keep Moving

Leads are perishable. Take fast action on new ones and keep your foot on the pedal.

### Don't Take it Personally

When they say "no" or hang up, just remember that it's a numbers game. You have to keep moving forward.

### Use Marketing to Nurture Cold Leads

Let tools like Pardot do the heavy lifting of educating your cold leads. Just check back from time to time.

# SALES SOLUTIONS THAT WILL MAKE YOUR BUSINESS MORE PRODUCTIVE

If you want to grow your sales and establish a transparent sales process, you need an easy-to-use Customer Relationship Management system. Salesforce allows you to store customer and prospect contact information, accounts, leads, and sales opportunities in one central location.

**32%** Improvement in win rate.

**40%** Increased sales productivity.

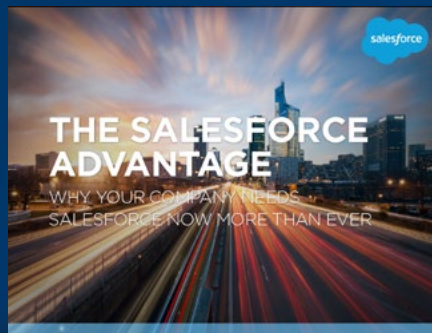
**32%** Increase in sales revenue.



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The Salesforce Advantage



Secrets to Business Growth:  
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Your Complete  
CRM Handbook



THE CUSTOMER SUCCESS PLATFORM



THE CUSTOMER SUCCESS PLATFORM