

3 Tips to Level Up

SALES FROM THE BUYER'S PERSPECTIVE

SALES BRIDGES THE DIVIDE



BETWEEN THE NEEDS OF A BUYER & THE PRODUCT OR SERVICE THAT MEETS THAT NEED.

Fiscal survival depends on the repeated closure of this gap. These **3 tips** will help sales level up to **foster better connections** and continually **close the gap**.

1 DEVELOP THE BUSINESS ACUMEN OF THE SALES FUNCTION

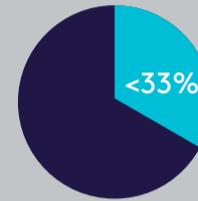
Sales is a customer-oriented function yet vendors are not consistently effective at engaging with the leaders of buyer companies.

By arming all team members with **industry-relevant knowledge**, vendors can create "rock star" salespeople.



< 1/3

BUYERS believe vendors are well informed



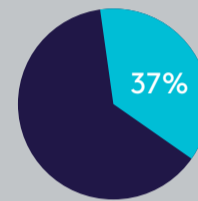
ALMOST 74%



of buyers felt sales people don't demonstrate financial literacy

ONLY 37%

of buyers say sales reps provide unique industry insights



2 FOSTER THE SKILLS TO BETTER ENGAGE BUYERS

1 OUT OF 4



vendors are effective at engaging with influencers.

COMPLEX B2B SALES

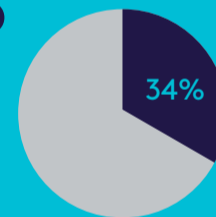
is a team selling activity where vendor reps must engage buyers "early and often."



SMEs
AEs
Outside Sales
Inside Sales
Coordinators

ONLY 34%

OF BUYERS say sales reps are helpful.



Given the importance of sales interactions and the difficulties with securing an executive audience, vendors must exceed the buyer's expectations for engaging conversations across the organization; a critical piece to closing B2B sales.



3 GROW THE VIRTUAL COMMUNICATION TOUCH POINTS

The communication skills of vendors are lukewarm at best across the preferred methods of communication that are vital to today's sales environments.

Even though, they would prefer **INFORMAL, VIRTUAL COMMUNICATION:**

- EMAIL
- VOIP
- PHONE
- TEXT MESSAGING



ONLY 1/4

OF BUYERS

rated sales-people as "always effective" at communicating via virtual means.

PROVING **QUALITY INTERACTIONS VIRTUALLY** ARE CRITICALLY IMPORTANT

Effective sales training helps foster better connections, closing the gap between a buyer's need & a vendor's product or service.

It's time to level up!

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