



RESEARCH FIRST LOOK

5 Ways Top-Performing Sellers Outperform The Rest



Andy Springer is Chief Client Officer for RAIN Group. He leads the global delivery team, which designs, measures, and delivers every client the results they seek when engaging RAIN Group.

Andy is an expert in high-performance sales and leads RAIN Group's mission to unleash sales potential for its clients. Andy has worked with thousands of sales teams to drive long-lasting sales improvement in SME, mid-market, and enterprise companies over the last 18 years. He's known for consistently supporting sales leaders in remaining focused on the proven activities that drive real sales growth in their teams.

An entrepreneur at heart, Andy co-founded two successful consultancies and has been a lead advisor for thriving start-ups in the Australian business community.



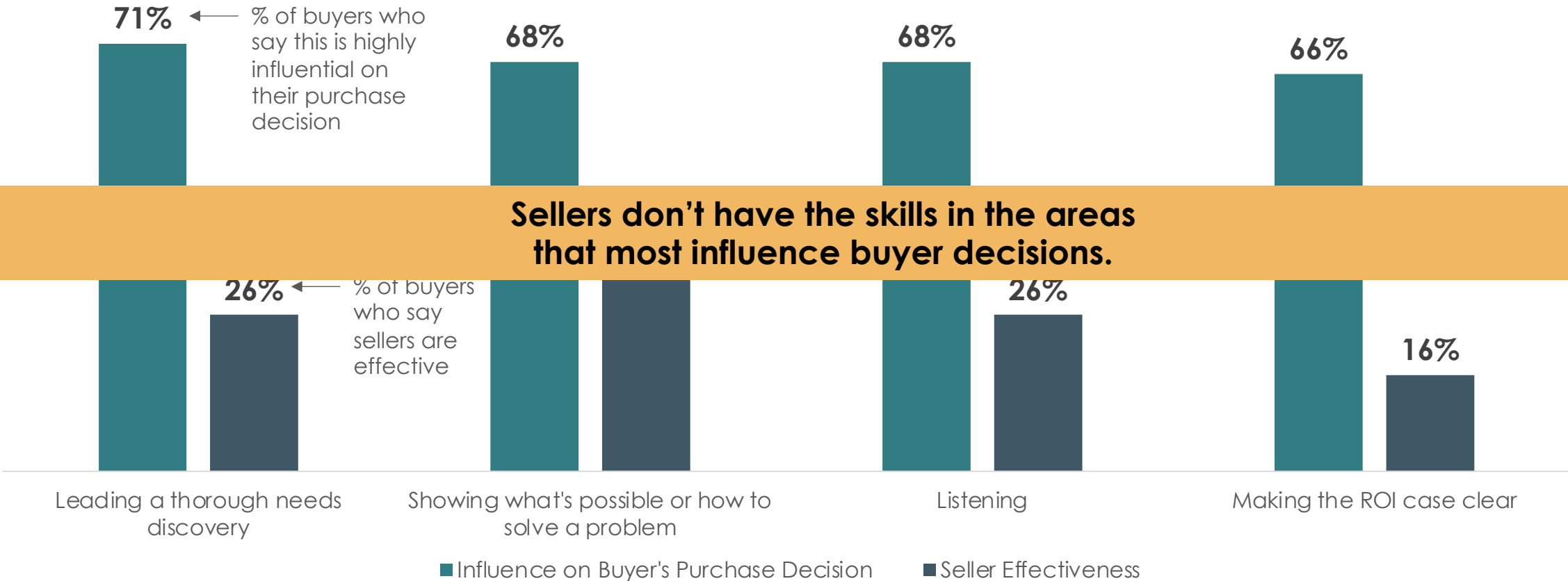
Poll

What are the top 4 factors that influence buyer purchase decisions?

- Developing a relationship with buyers
- Making the ROI case clear
- Communicating value
- Connecting with buyers and building rapport
- Showing buyers what's possible or how to solve a problem
- Educating buyers with new ideas and perspectives
- Listening to buyers
- Leading a thorough needs discovery
- Using tools that demonstrate the value of the offering
- Differentiating from other sellers

Sellers Lack Essential Skills

Top Purchase Decision Factors and Seller Effectiveness

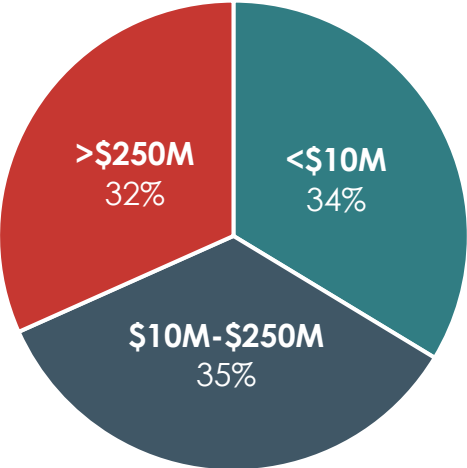


RAIN Group Center for Sales Research, Virtual Selling Skills & Challenges.

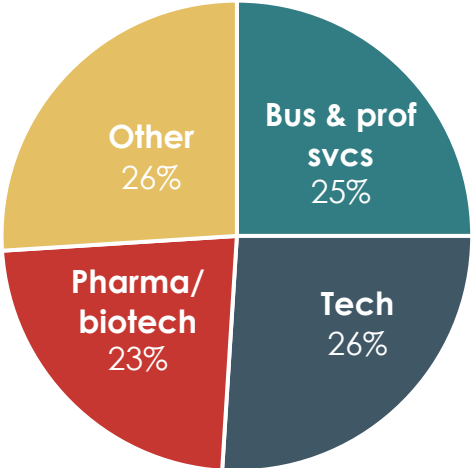
The Top-Performing Seller

We analyzed responses from 1,004 sellers and sales managers.

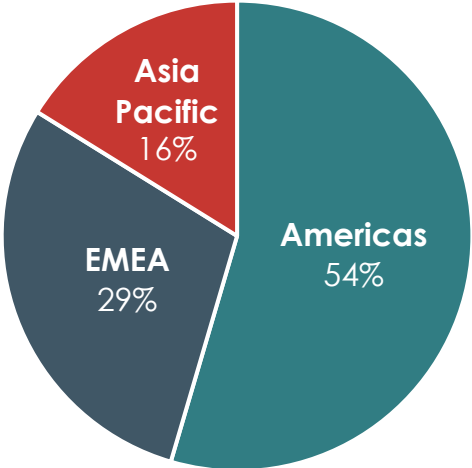
Gross Annual Sales



Industries



Geography



Questions We'll Answer

- What do Top-Performing Sellers do differently than other sellers?
- What skills do they have?
- What do organizations do to inspire the best performance from their teams?
- What areas should you focus on to build a top-performing team?



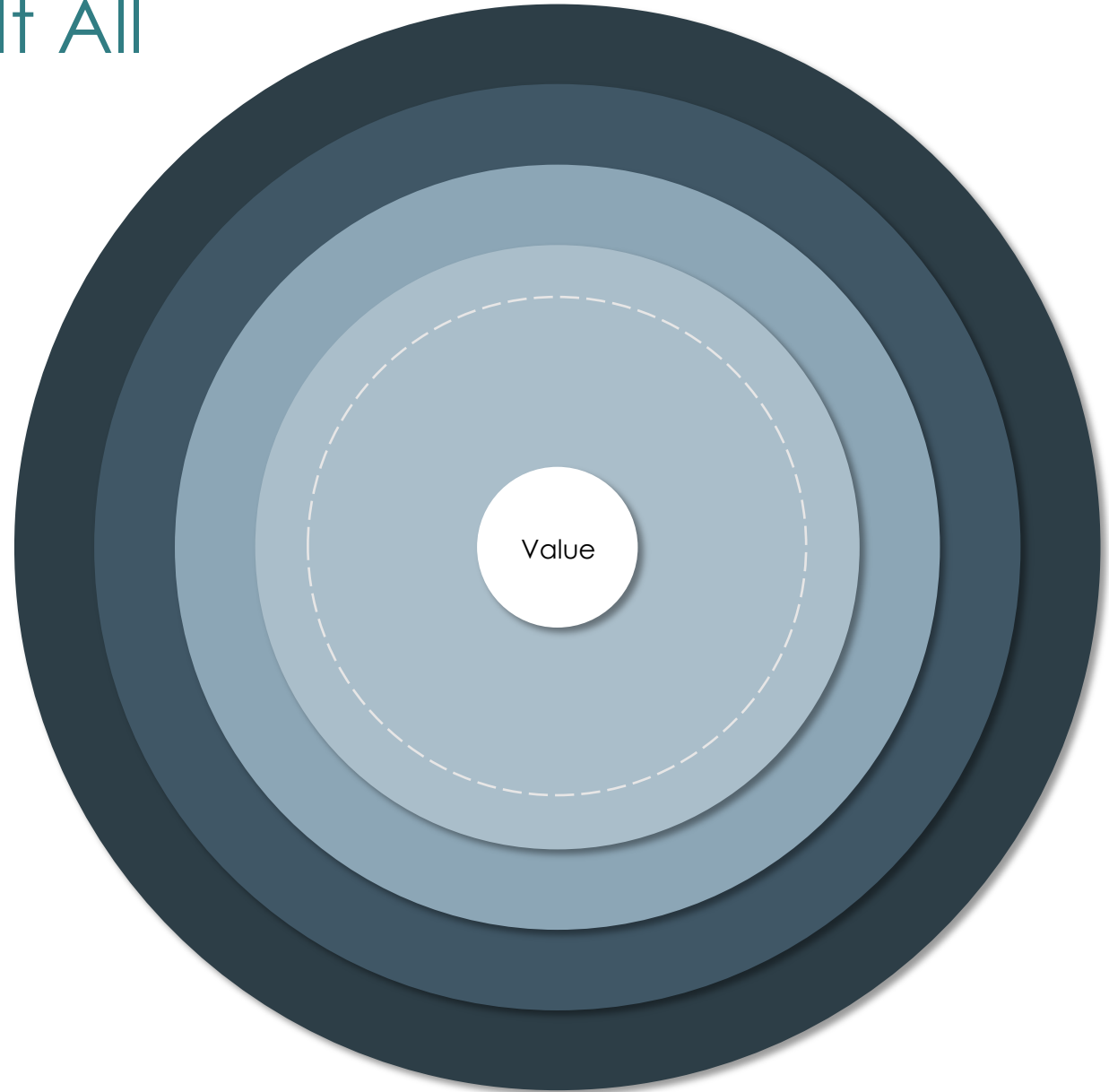
Who Are Top-Performing Sellers?

	Top-Performing Sellers
Met annual sales goal	100% met annual goal
Challenging sales goals Goals must have been set to be...	Extremely / very / challenging
Win rate on proposed sales	Greater than 50%
Achieved premium pricing in line with value provided	Strongly / agree

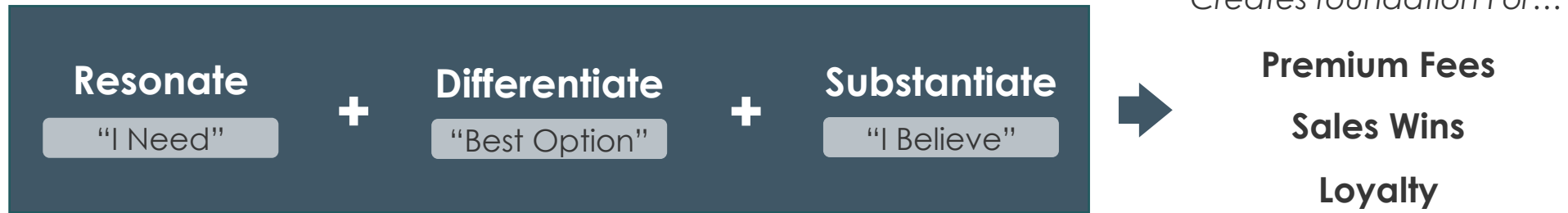
Bottom line: Top Performers meet challenging goals and achieve higher win rates with premium pricing.

5 Areas of Top Sales Performance

1. Value: The Center of It All

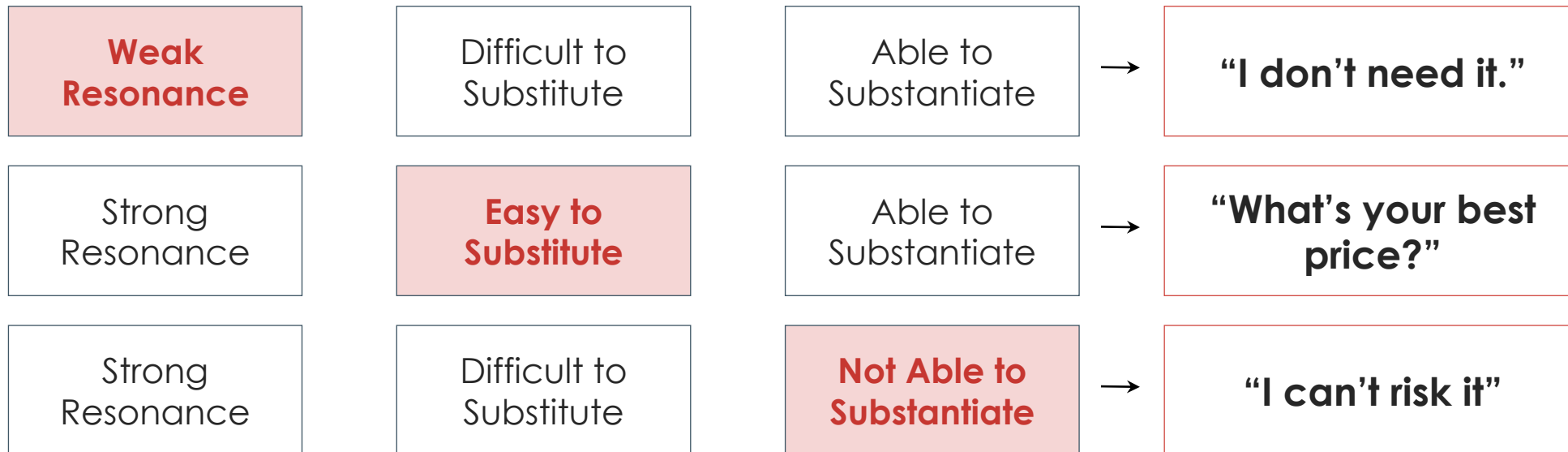


Value: The Collection of Reasons Why Buyers Buy



Take One Away...

...Buyers Say



Value: Top Performers vs. The Rest

Resonate

+

Differentiate

+

Substantiate

Top Performers are more likely than The Rest to...

Make and communicate strong ROI and financial cases for buyers

63%

Make the differentiation case for our offerings compellingly

55%

Inspire confidence in buyers that they'll achieve desired results

51%

Present overall value cases compellingly and persuasively

60%

Make the case that we're the best choice versus our competitors

33%

Know and highlight the results we've achieved for others

39%

Build a sense of urgency for buyers to take action

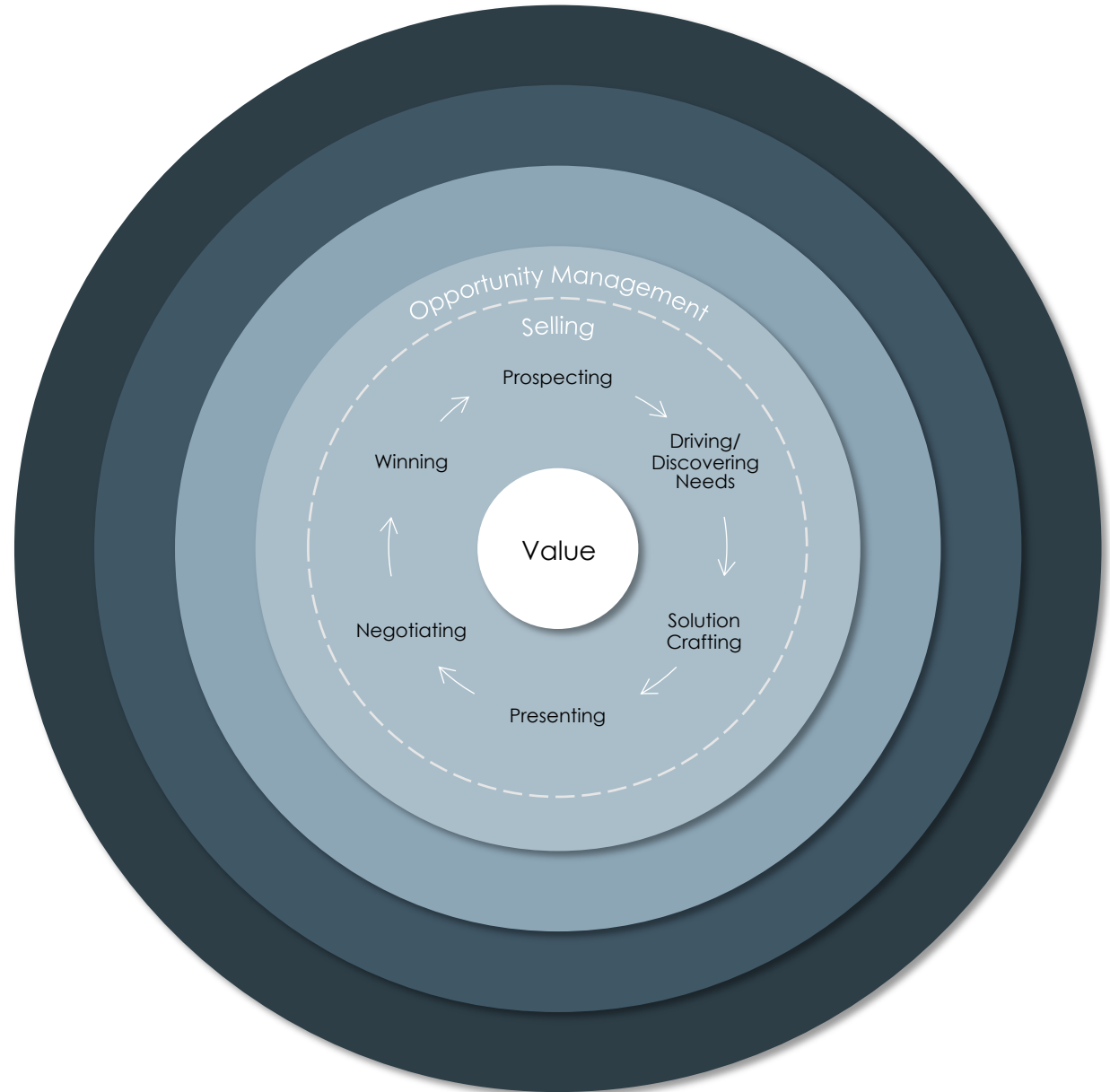
50%

Value Self Assessment

- Do your sellers deliver value in all the ways they should in the eyes of your buyers?
- How do your sellers perform across Resonate, Differentiate, and Substantiate?
- How do your sellers educate buyers?
- What insights do your sellers provide to buyers?
- How do your sellers help buyers make better decisions?
- Are your sellers still just selling features and benefits?



2. Winning the Sale





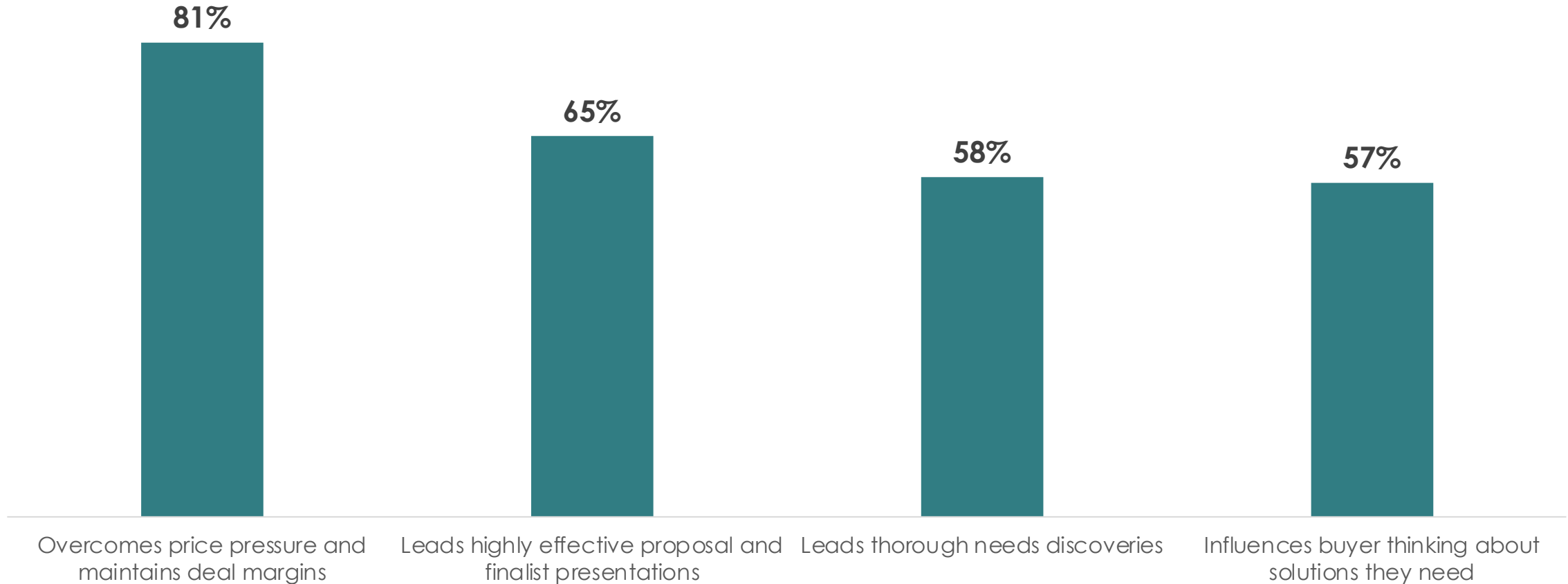
Poll

Which selling skill represents the biggest gap between Top Performers and The Rest?

- Leading thorough needs discoveries
- Overcoming price pressure and maintaining margins
- Leading highly effective proposal presentations
- Influencing buyer thinking about solutions they need

Winning the Sale: Top Performers Have Stronger Skills

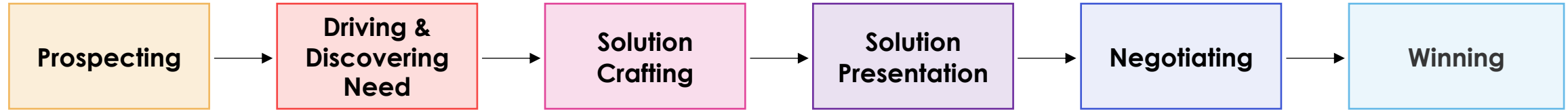
% Top Performers Are More Likely to Excel at Specific Skills



RAIN Group Center for Sales Research, The Top-Performing Seller.

Selling Across the Sales Cycle

Selling Process



Top Performers are more likely than The Rest to...

- Generate referrals: **63%**
- Energetically prospect over the long term: **50%**
- Implement organized prospecting campaigns: **44%**
- Devote enough time and energy to prospecting: **36%**
- Hyper-personalize prospecting communications: **32%**
- Prospect successfully through:
 - Phone: **19%**
 - Email: **57%**
 - Social media: **59%**
 - Video: **54%**

- Research buyers comprehensively: **27%**
- Lead thorough needs discoveries: **58%**
- Ask the right questions: **47%**
- Ask enough questions: **45%**
- Be patient to allow all needs to surface: **53%**
- Listen actively: **44%**
- Change buyer thinking about needs: **60%**
- Pick up on hidden needs: **36%**
- Maximize cross- and up-sells: **65%**

- Educate buyers with new ideas about what to buy: **22%**
- Display expertise about how to apply offerings: **24%**
- Collaborate with buyers deeply across the buying process: **59%**
- Craft compelling solutions: **45%**
- Influence buyer thinking about what to buy: **57%**
- Build excellent responses to RFPs: **52%**

- Make the overall value case: **60%**
- Present solutions persuasively: **51%**
- Communicate strong, defensible ROI cases: **63%**
- Inspire confidence buyers will achieve results: **51%**
- Highlight results achieved by others: **39%**
- Make effective differentiation cases: **55%**

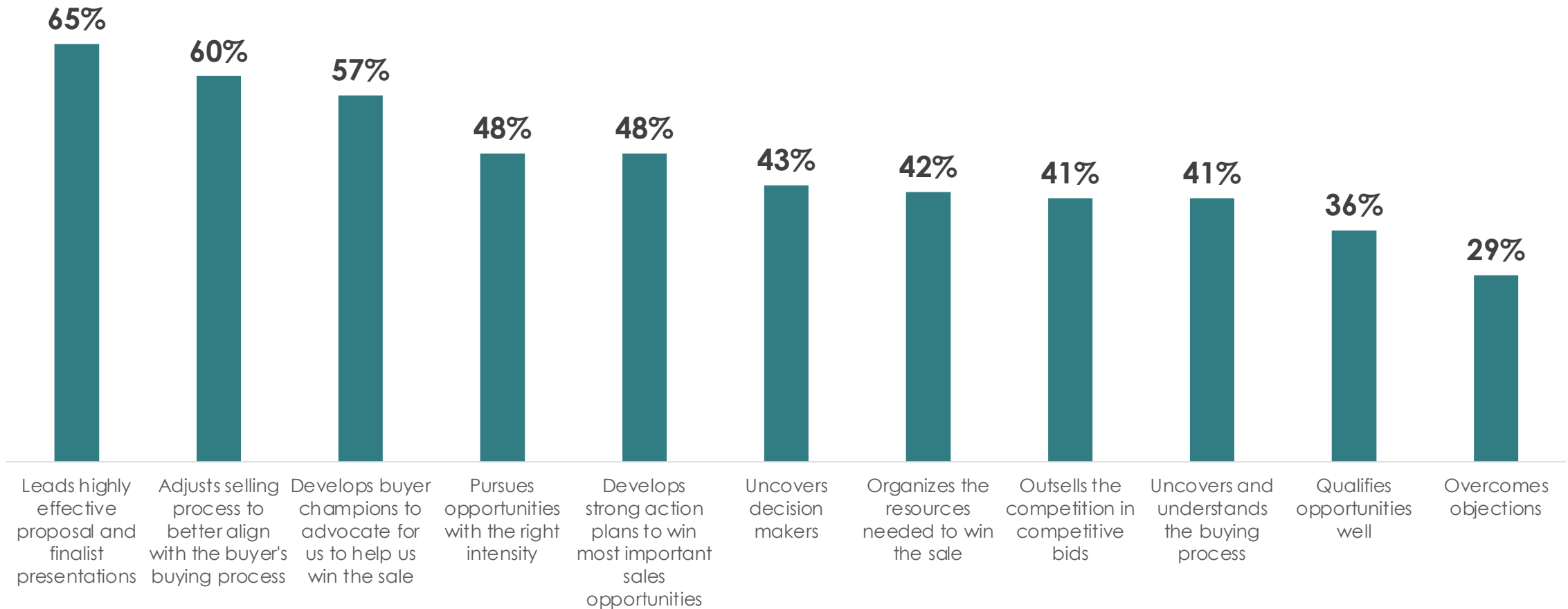
- Lead the negotiation process: **71%**
- Understand power and leverage: **45%**
- Create value-based solutions to problems: **40%**
- Know when to walk away: **105%***
- Manage buyer negotiation tactics: **70%**
- Manage own and buyer emotions: **105%***
- Overcome price pressure and maintain margins: **81%**
- Trade for value; not cave: **46%**

- Lead highly effective finalist presentations: **65%**
- Overcome objections: **29%**
- Outsell the competition in competitive bids: **41%**
- Build sense of urgency for action: **50%**
- Gain commitment – average win rate:
 - Top Performers: **72%**
 - The Rest: **47%**

* Source: RAIN Group Center for Sales Research, Top Performance in Sales Negotiation.

Opportunity Management Skills

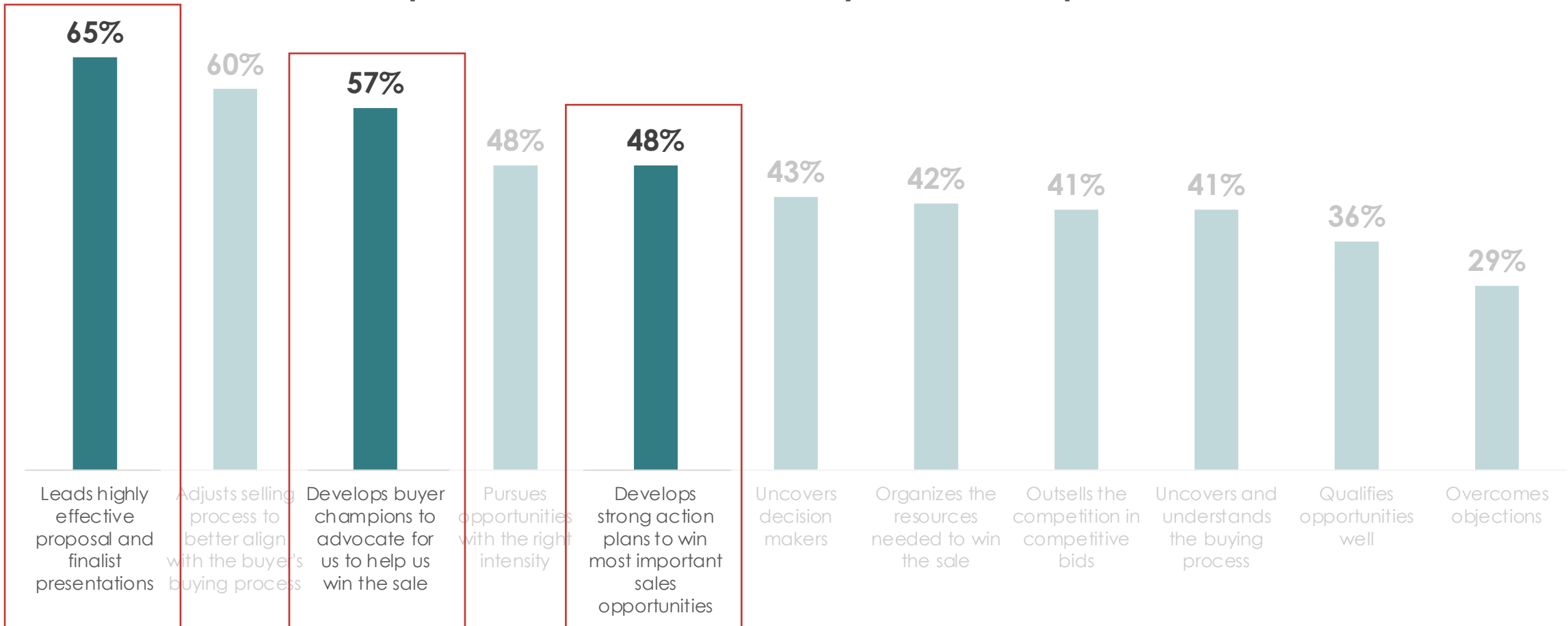
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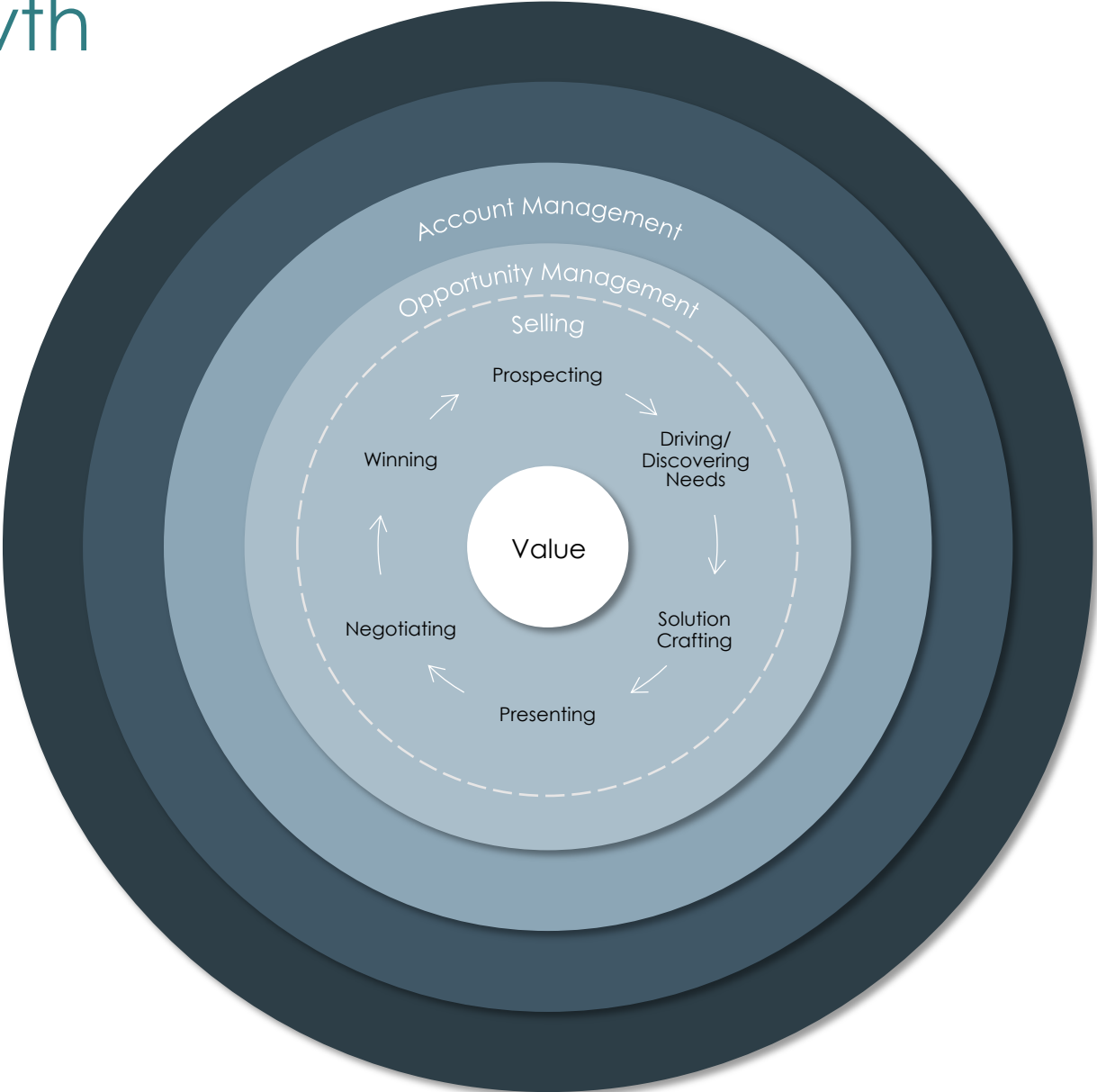


Winning the Sale

Self Assessment

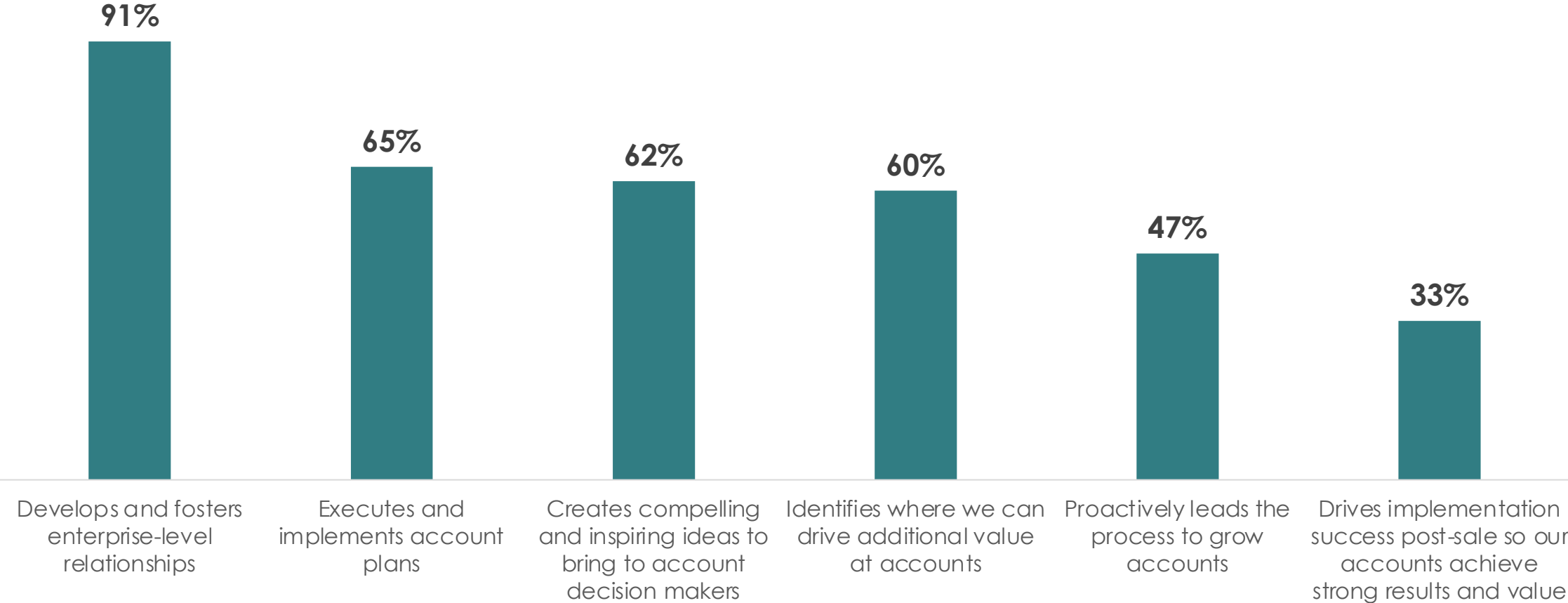
- Across the sales cycle, where are your sellers already strong?
- Where do you have skill gaps?
- How do you identify skill gaps?
- Do your sellers lose opportunities they should've won?
- Do your sellers develop strong action plans to win important opportunities?
- Do your sellers align their selling process to the buyer's buying process?

3. Driving Account Growth



Top Performers Have Essential Account Growth Skills

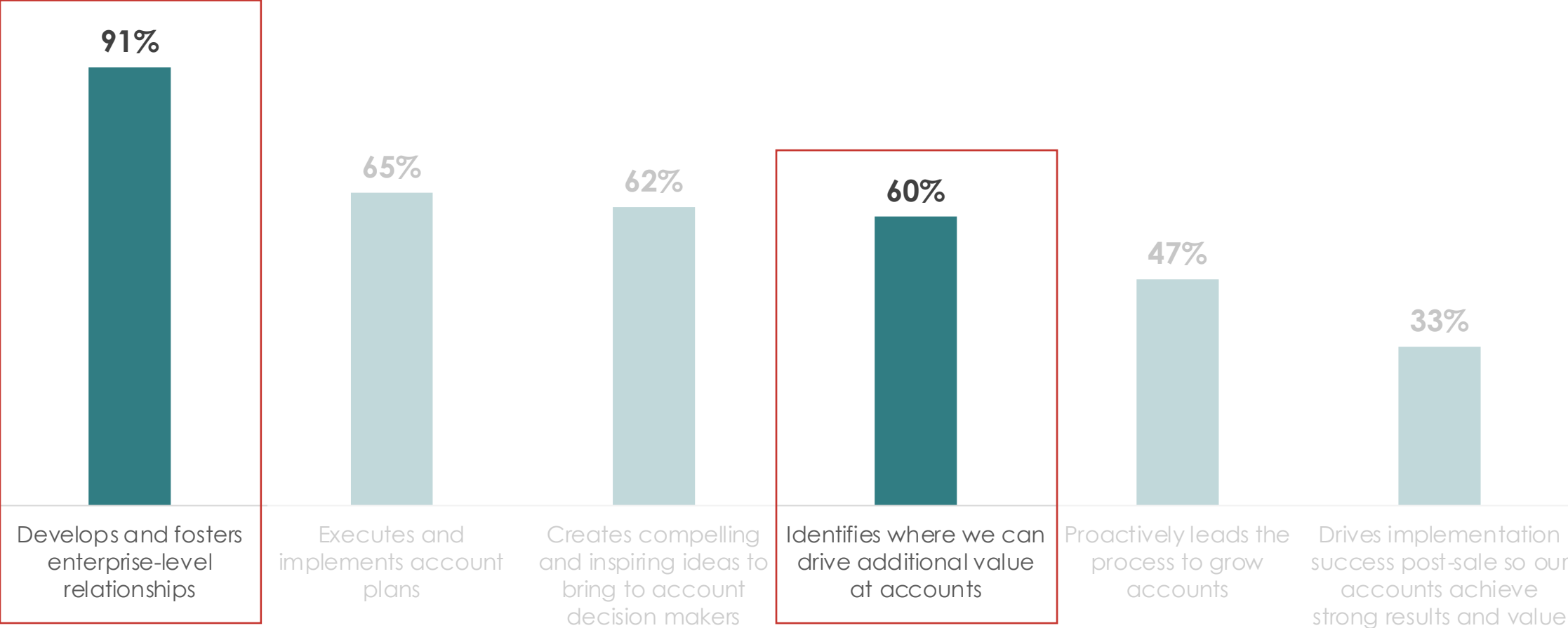
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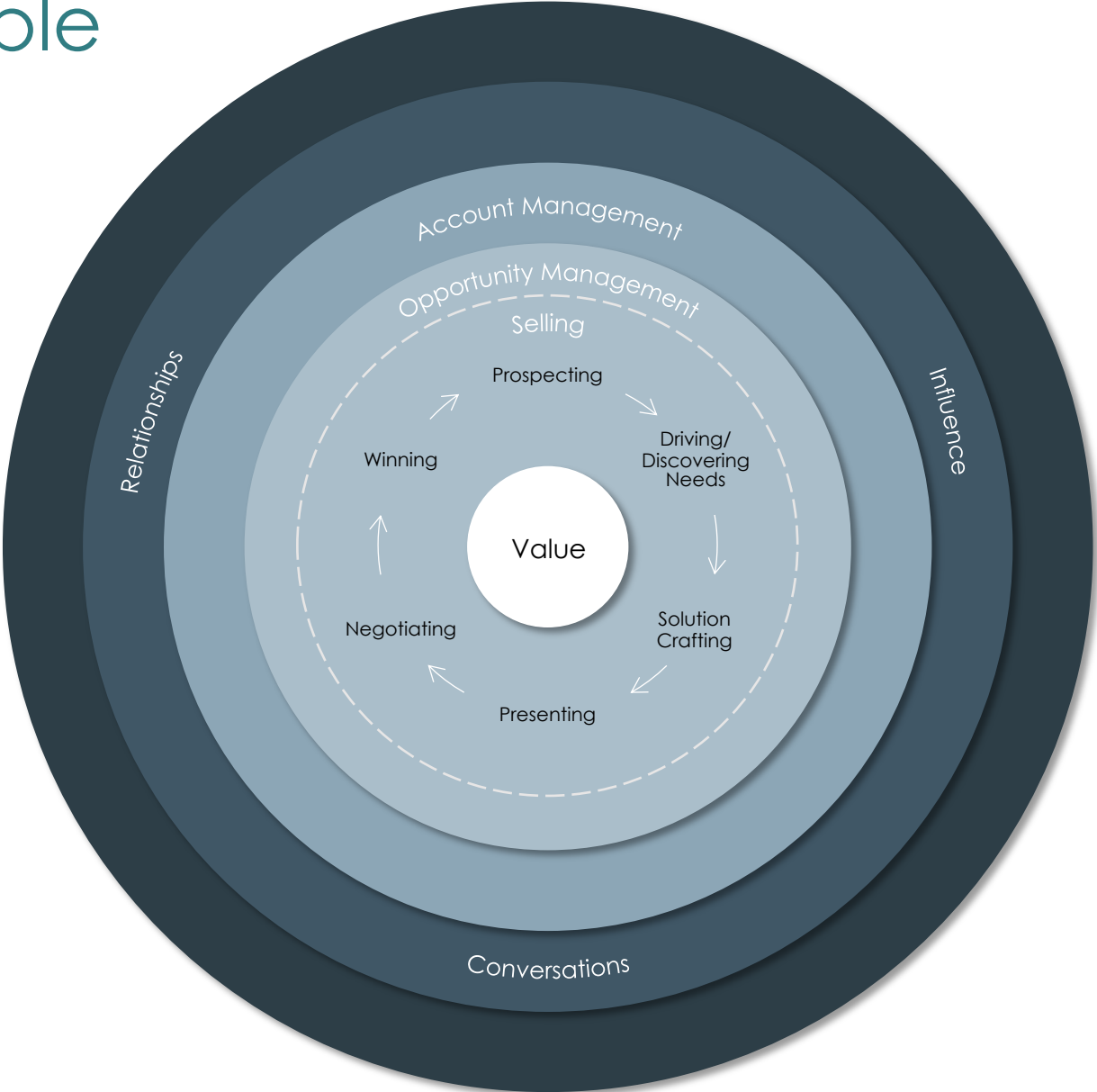
Driving Account Growth

Self Assessment

- Do your sellers regularly uncover untapped value within their accounts?
- Do your sellers build compelling account plans?
- Where are the opportunities for creating and delivering more value at your current accounts?
- Do your sellers build trust internally to bring the full value of your offerings to accounts?
- Are your accounts protected against competitor inroads?

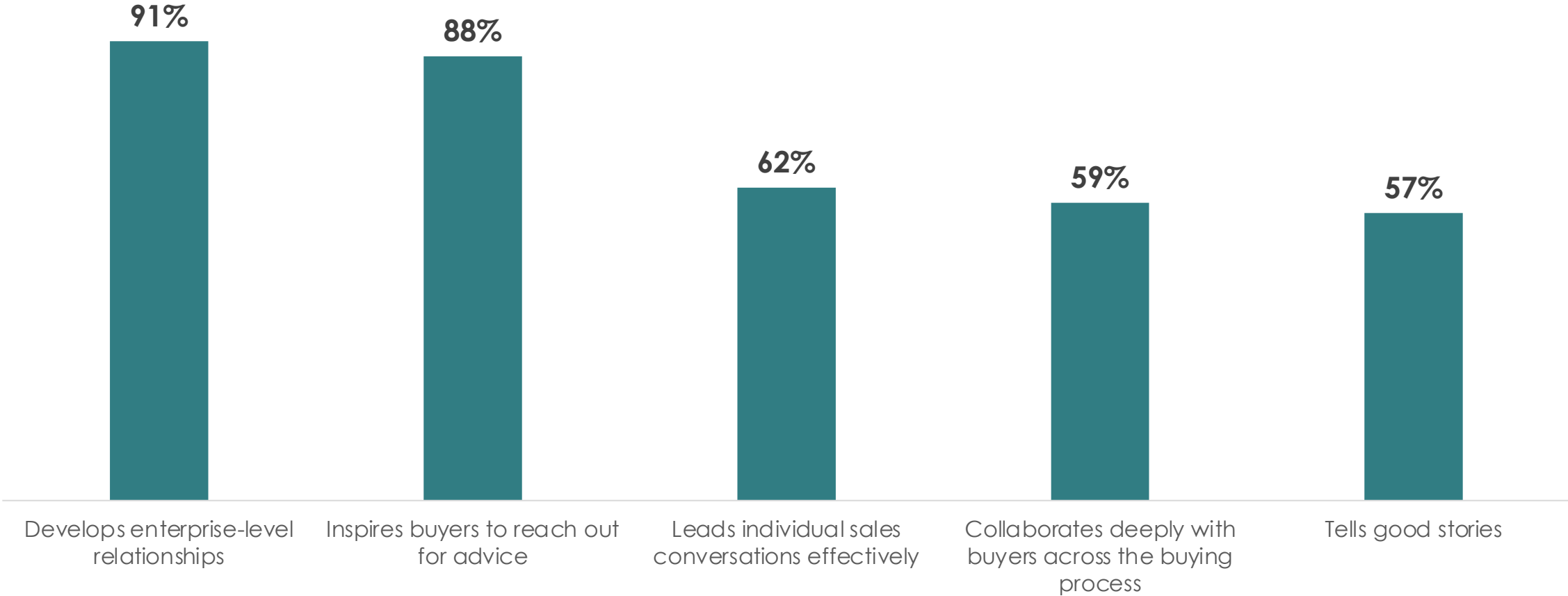


4. Succeeding with People



Top Performers Are More Effective with People

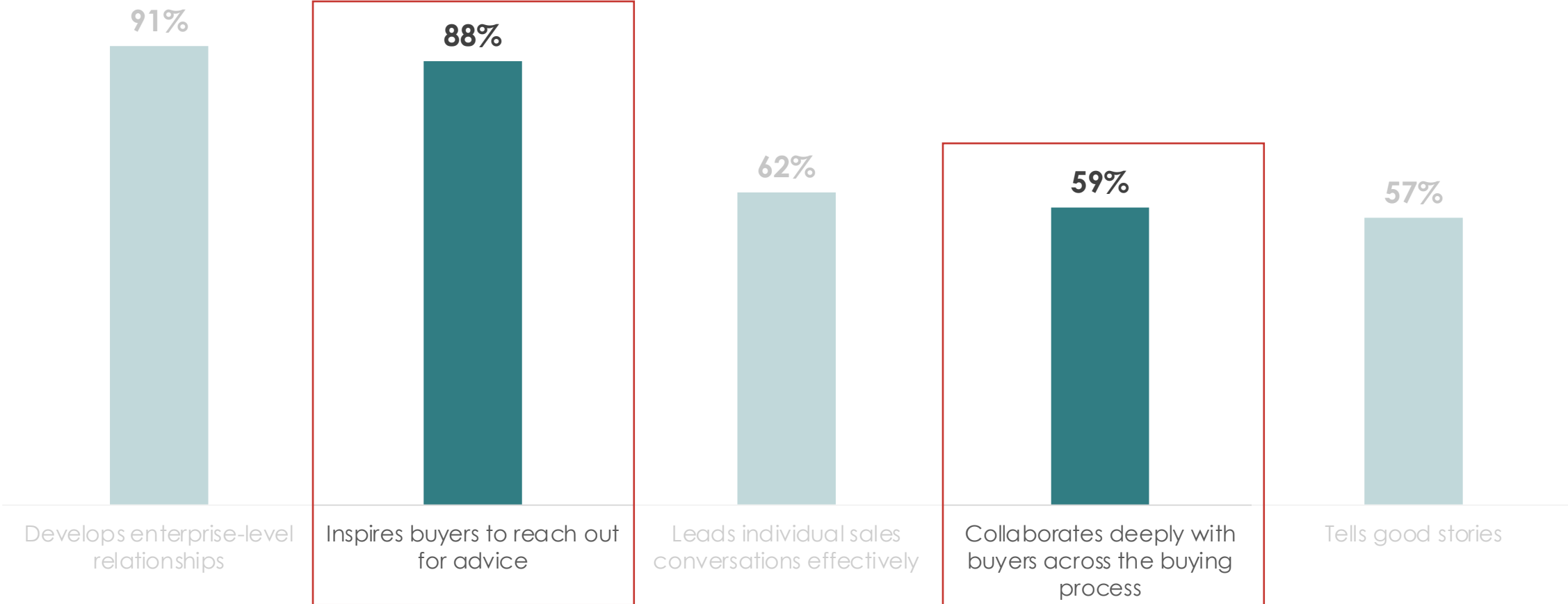
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Top Performers Are More Effective with People

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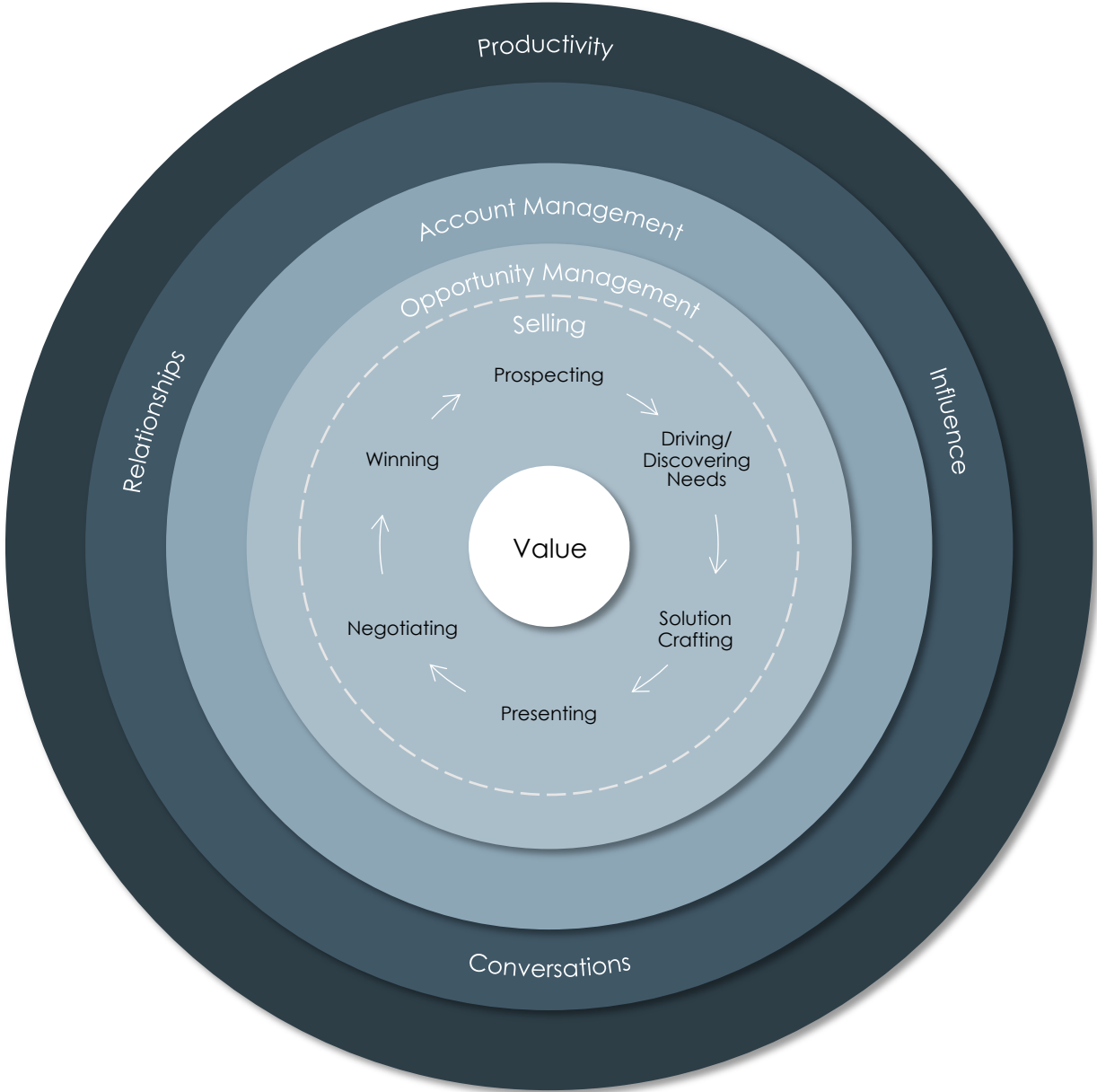
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Succeeding with People Self Assessment

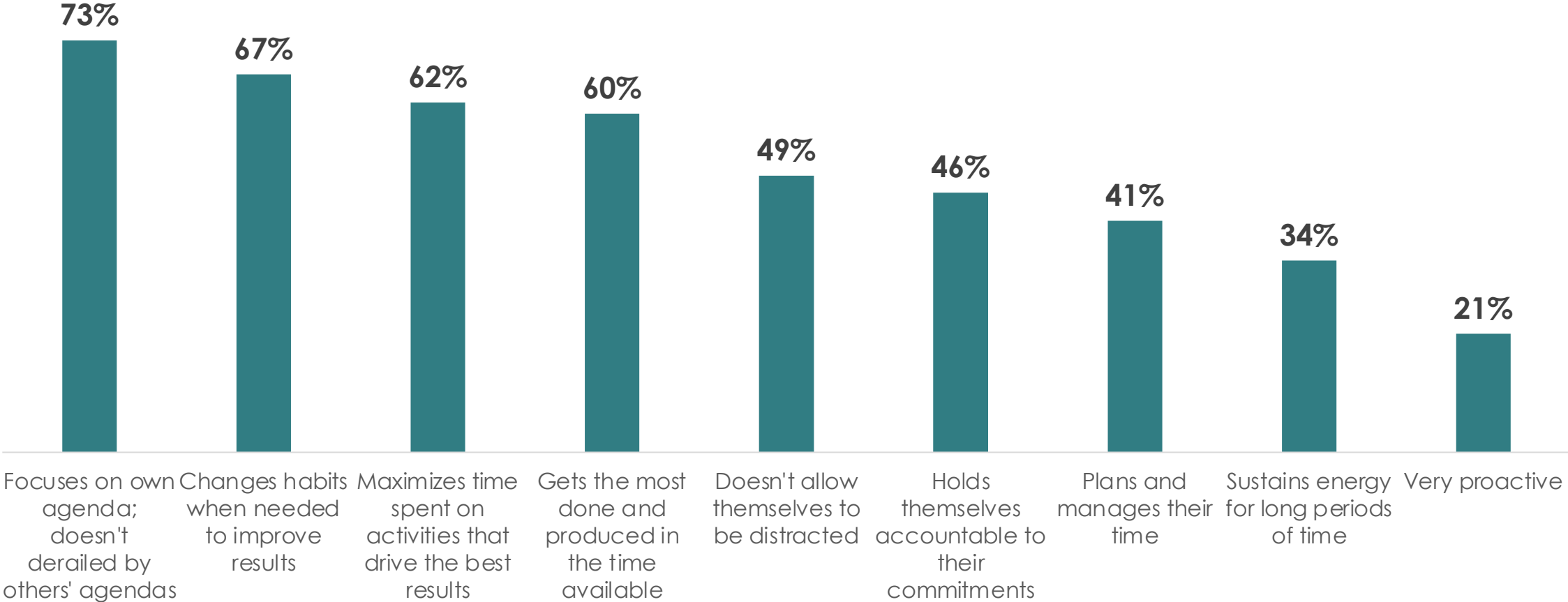
- Do your sellers build long-term relationships with buyers?
- Do your sellers lead sales conversations effectively?
- Do buyers reach out to your sellers for advice?
- Are buyer executives confident that your sellers will do what they say they can?
- Do your sellers display expertise about company offerings?
- Do your sellers collaborate with buyers?

Maximizing Personal Effectiveness



Top Performers Exhibit Productive Behaviors

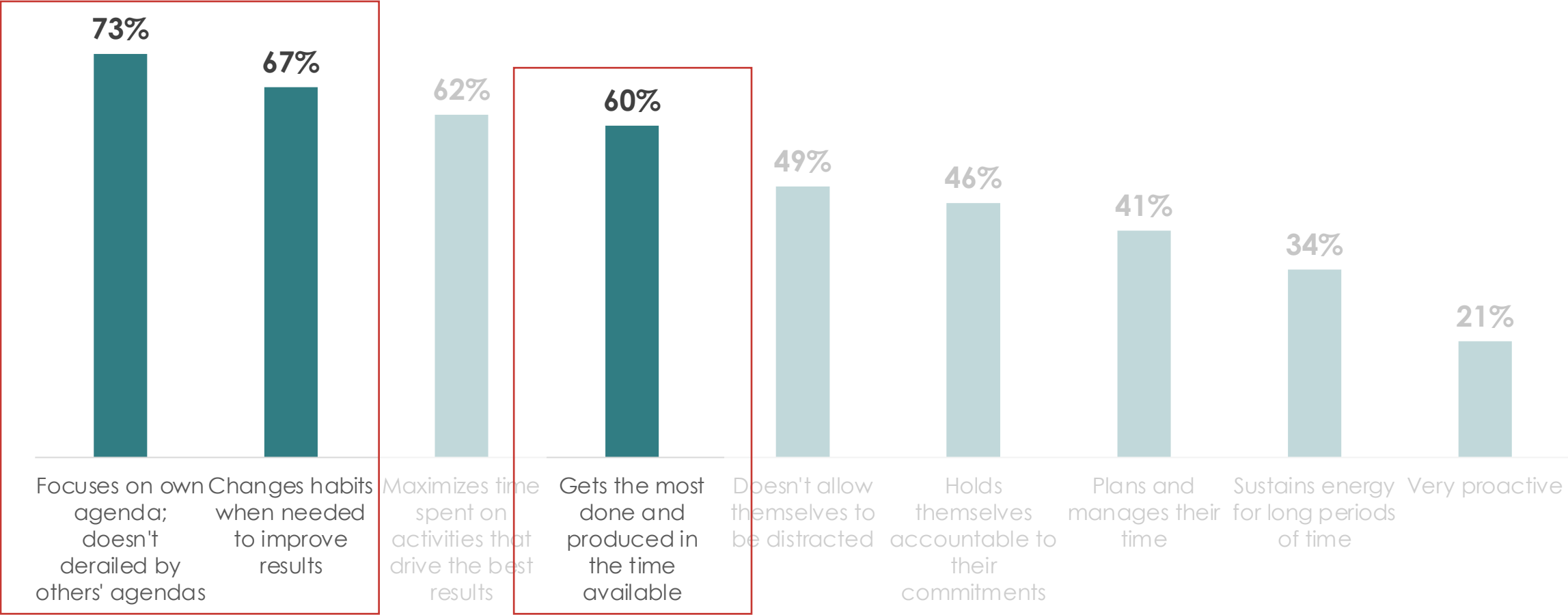
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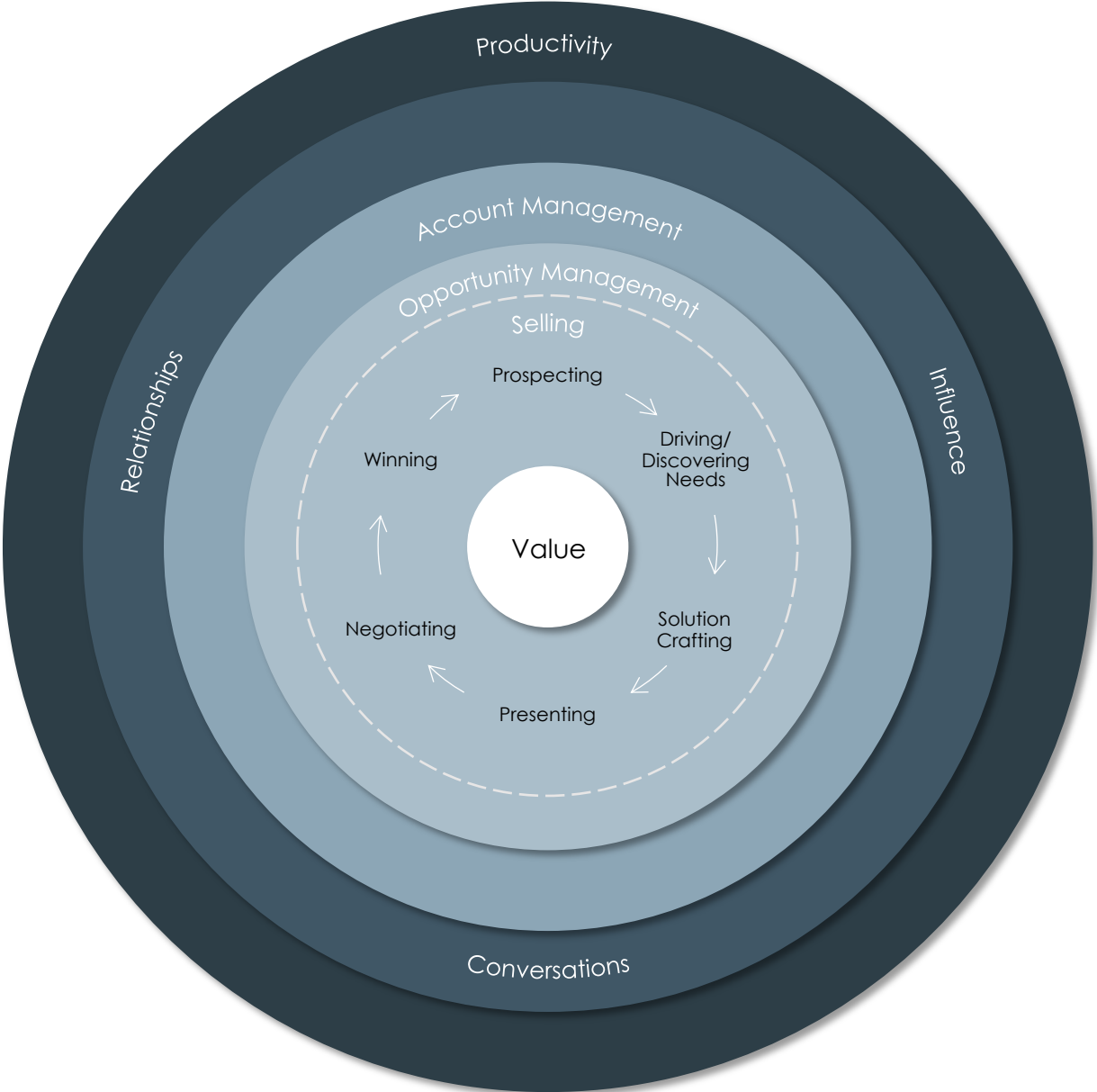
Personal Effectiveness Self Assessment

- How can you help sellers improve personal productivity and effectiveness?
- Are your sellers proactive?
- Do your sellers change habits when needed to improve results?
- Are your sellers easily distracted?
- Do your sellers focus on the activities that will have the biggest impact on their goals?



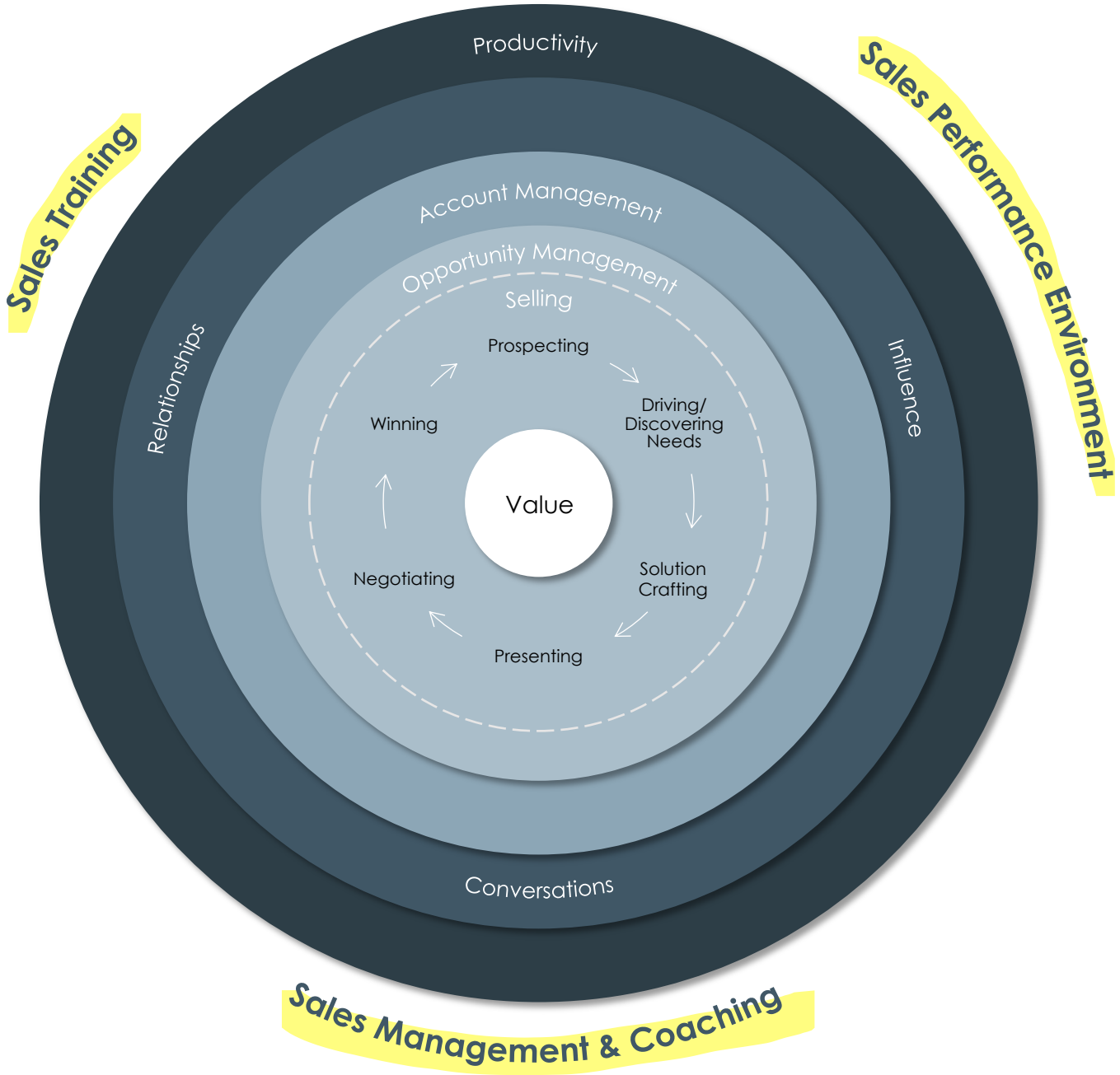
5 Ways Top-Performing Sellers Outperform The Rest

The Top-Performing SellerSM



External Factors That Impact Seller Success

The Top-Performing SellerSM



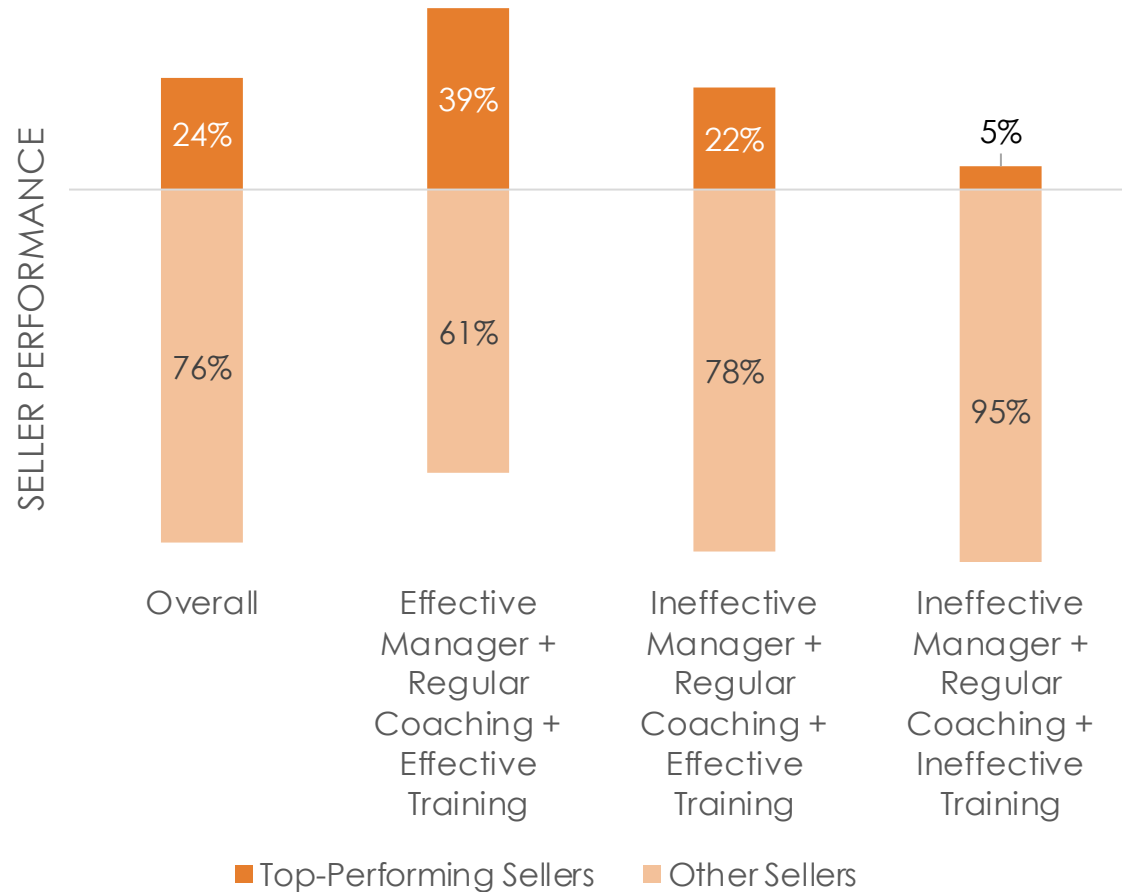
Formula for Success

Sellers are
63%
more likely
to be a Top
Performer when
they have...

Effective Manager
+
Regular Coaching
+
Effective Training

Accelerate Seller Results

Impact of Manager + Coaching + Sales Training on Seller Performance



Effective Training + Low Manager Effectiveness:

Sellers are successful *despite* their managers.

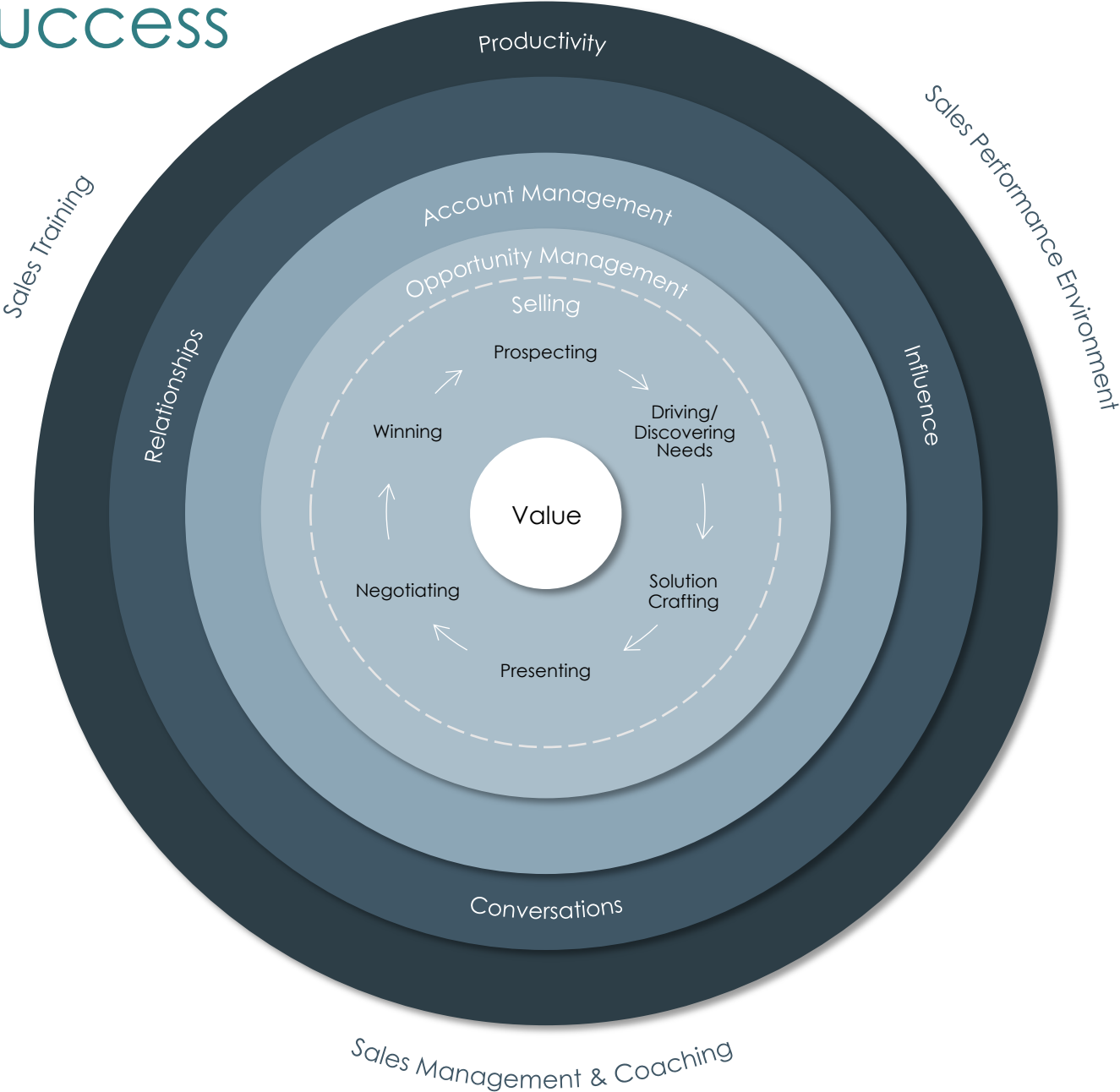
Ineffective Training + Low Manager Effectiveness:

Performance drops way off. This is the kiss of death.

The winning combination is rare to find.

A Roadmap for Seller Success

The Top-Performing SellerSM





Poll

Which areas do you need to focus on at your organization?

- Achieving the Outcome (Value)
- Winning the Sale
- Driving Account Growth
- Succeeding with People
- Personal Effectiveness (Productivity)
- Sales Training
- Sales Management & Coaching
- Sales Performance Environment

Unleash the Sales Potential of Your Team

RAIN Group Provides Sales Training and Consulting Across The Top-Performing Seller Model



Foundations of
Consultative Selling



Prospecting



Insight Selling



Negotiation



Virtual Selling



Productivity



Strategic Account
Management



Sales Coaching



Winning Major Sales



Sales Management

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RAIN Group Unleashes Sales Potential

We help organizations:

- Enhance sales capability with award-winning sales training
- Design and execute strategic account management initiatives
- Increase effectiveness of sales management and coaching

Best IP: We study buying and selling relentlessly through the RAIN Group Center for Sales Research. Our research and field work allows us to create industry-leading intellectual property to help our clients achieve the greatest success.

Best Education System: We use the best education approaches, methods, and technologies to make training work, stick, and transfer to the job.

Best Results: We make it our mission to drive value and achieve the highest client satisfaction through excellence in quality and producing transformational results for our clients.



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Thank You
