

PREPARE FOR TAKEOFF!



Tips for Beating Your Sales Goals

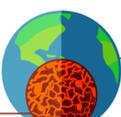
Even small improvements in win rate can have a huge impact on revenue. Based on findings from *The Top-Performing Sales Organization Benchmark Report*, The RAIN Group Center for Sales Research has identified 8 key areas that contribute to higher win rates that will help you beat your sales goals and reach Top Performer status this year.

WHO ARE TOP PERFORMERS?

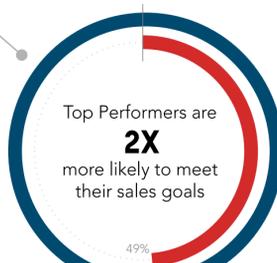
They are organizations that:

- * Have high win rates
- * Meet annual sales goals
- * Have challenging sales goals
- * Achieve maximum pricing

The Rest have a 40% win rate



Top Performers have a 62% win rate



1 GET CLOSE TO YOUR CUSTOMERS

Top-Performing Sales Organizations are more likely to agree/strongly agree that their sellers have expert customer knowledge and that their sales process is customer-focused and flexible to apply to buyers' various roles and situations.



Top Performers are 46% more likely to agree that their sellers have fluent, expert knowledge of their customers



Top Performers are 45% more likely to agree that their sales process is customer-focused



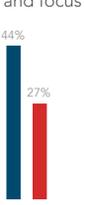
Top Performers are 34% more likely to agree that their sales process is flexible

★ ★ ☆ ☆ 52% of all respondents **did not agree** that their sales process is customer-focused

2 INVEST IN SALES TRAINING

Given that they invest more heavily, and their sales training is more effective, it's no wonder Top Performers meet their sales goals and have higher win rates.

Top Performers are 63% more likely to say they have a good or excellent investment and focus on sales training



AND IT'S EFFECTIVE!



Top Performers are **2X more likely** to believe their sales training is very/extremely effective

3 DRIVE SALES WINS

Across every sales skill area we studied, Top Performers have significantly higher skills than The Rest. The top sales skill of Top Performers:

68%

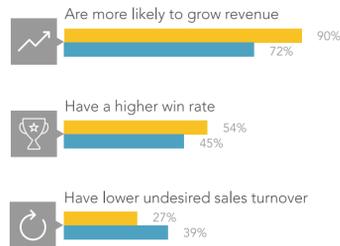
of Top Performers agree they have the skills they need to drive and win sales opportunities (versus only 50% of the rest)



Organizations that focus on driving sales wins actually win more sales opportunities.

4 FOCUS ON VALUE

Most organizations talk about providing superior value to their customers, but few actually create a culture for training sellers to be valuable and customer-focused. Those who do:



81% of Top Performers focus on driving maximum value

5 MAXIMIZE SALES TO EXISTING ACCOUNTS

Educate your sellers so they can discover additional areas of opportunity in their accounts and are able to sell the full capabilities of your organization.

difference

of 75 factors between Top Performers and The Rest is ability to maximize sales at existing accounts—61% vs. 32%



Top performers make account management a priority + they're better at it!

TOP 4 SALES PRIORITIES OF 432 SALES LEADERS STUDIED

- 1 Increase business with existing accounts
- 2 Improve ability to communicate value
- 3 Improve customer retention, repeat business, and renewals
- 4 Improve sales opportunity approach and planning

6 SET CHALLENGING GOALS

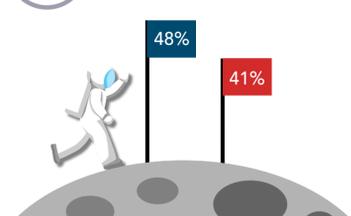
Top-Performing Sales Organizations aim higher and still achieve their goals.



100% of Top Performers meet their sales goals.

82% of Top Performers say their goals are challenging.

7 DISCOUNT LESS



Organizations that **discount more than 50% of their sales opportunities win only 41% of their sales** compared to 48% of those who discount less frequently.

You'd think that if you discount more, you'd win more, but this is not the case. Focus on your customer and providing value.

8 DEVELOP SALES MANAGERS

Top-Performing Sales Organizations are more likely than The Rest to believe sales management is more effective and productive.



ONLY 55%! Even Top Performers have a significant opportunity to improve their sales management effectiveness.

BECOME A TOP-PERFORMING SALES ORGANIZATION

To learn how you can beat your sales goals and unlock your sales force effectiveness, download our free white paper, *Increase Win Rates and Beat Your Sales Goals*, at raingroup.com/win.



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