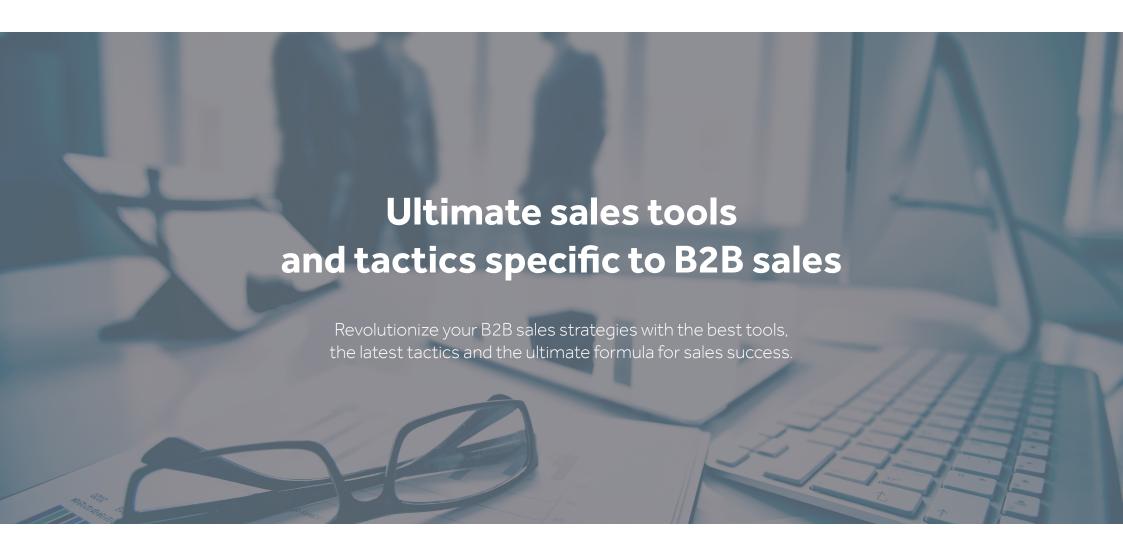


98% of your website visitors don't inquire, we tell you who they are



leadforensics.com

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What will I learn?

B2B sales will always play a vital role within any organization looking to grow, but as Devaki mentions, **the way we approach modern sales needs to change**.

Your sales strategy will impact your marketing efforts, your retention efforts and ultimately your growth — so it's important to get it right! Discover the latest and the best sales tactics and tools to help ensure your team reach their ultimate potential by building that all-important trust and promoting education to your prospects.

What defines B2B sales?

The world of business to business sales differs vastly to that of business to consumer. It's important to **understand the key differences**, as they dictate the skills best suited to B2B selling, and how you should approach this specific process.

They take longer

Sometimes B2B sales are signed, sealed and sold on the spot – but this is very rare. **Sales between businesses generally take a long time**; the long process of browsing options, discovering benefits and negotiating pricing mean sales can take months.

"

Over the past few years, the average B2B sales process has become five times longer. "

There are more people involved

This length of sales is partially due to the number of people involved in the sales process. **An average B2B salesperson needs to convince 7 different decision makers** and may require multiple sign-off processes. Look at your businesses, and how you make purchasing decisions – that's what you're up against!

It's not their money

It is worth reminding yourself that you're **convincing people to part with money that isn't their own**. Mistreating these funds can have heavy consequences, and as business purchases often involve big figures, many are hesitant to invest without being 110% sure. Very few risks are taken in B2B purchases.



Our passion

At Lead Forensics, we're passionate about helping businesses to grow with our advanced B2B sales solution.

By identifying the businesses visiting your website, we can show your team the **98% of website visitors who don't inquire**, so they can take control when converting their new sales leads.

Lead Forensics can tell you:

- The names and locations of visiting businesses
- Business address and phone number
- Names and email addresses for key decision makers
- Webpages viewed
- Visit duration
- Referral

All in real time!

Arm your team with the data needed to make new business connections for impactful, effective follow-up.

Book your free demo & no obligation trial today!

GET STARTED





To achieve ultimate success in B2B sales, you will need to understand your tried and tested tactics, proven to successfully fuel your strategy – plus, be open to discovering the latest tactics revolutionizing the world of B2B sales.

Read on to discover the popular social sale, to the upcoming "Challenger" sale and understand SPIN selling.

Social selling

As 90% of C-level executives said they no-longer respond to conventional sales communications, a new tactic, in the form of social selling, was needed.

Social selling in essence is a very simple idea; to combat decision makers refusing to engage with unplanned sales calls or emails, the use of social media to engage sales leads increased.

As **53% of B2B buyers currently use social media platforms to assess new tools and technologies**, the social selling technique aims to use these platforms to learn more about specific prospects and their industries, whilst gaining wider networks and interacting with prospects on a one-to-one level. Boosting product relevance and sharing content in a way that doesn't interrupt a decision maker's busy schedule has proven a popular way to discover new sales leads, and nurture them through the pipeline and out the other side as clients.

Creating a connection

The power of maximizing social selling tactics lies in the connections you make with each prospect. This method of sales aims to go further than social media marketing, **engaging sales leads on a genuinely personal level**, and using their social activities to better tailor your approach to their business needs and preferences. This tactic has proven incredibly powerful – studies show those utilizing social selling are not only 40% more likely to see success, but also have a sales pipeline 18% bigger, moving 28% faster than those who don't.





The "Challenger" sale

This is a relatively new addition to the world of B2B sales, based on Matthew Dixon and Brent Adamson's best-selling book. The theory was founded upon research into 6,000 high-performing salespeople across more than 90 B2B organizations. **They discovered six distinctive personality types within B2B sales** – the most successful of which was the "Challenger".

The Challenger persona

Salespeople fitting the Challenger image naturally love to debate, often pushing conversational boundaries whilst remaining polite and optimistic. In sales, they have a strong understanding of their prospect's business, and use this knowledge to challenge their sales leads on current processes and thinking, whilst keeping control of the conversation

66

Challengers want the sales lead to change their business processes, instead of just adding something new to it. "

The Challenger effect

This sales tactic is different to the relationship-building approach many businesses take, and whilst it may seem controversial, it has been proven to have some popular effects:

Cut through the noise

Those employing this tactic **avoid** rehearsed scripts and conversational small talk by cutting to the chase and forcing the prospect to think deeply about their business processes.



A fresh mind-set

This tactic isn't the easiest to master, and many members of your team keen to understand and use the Challenger sale may need to **knuckle down with a new, optimistic mind-set** to master this technique.



Take back control

This tactic helps make every call totally different and unpredictable, giving your team back the control, always asking questions the prospect hasn't planned answers to.



A refined talent pool

This tactic definitely separates the committed hard workers from the daily earners, showing you which team members are willing to bend and change to gain the best results.

SPIN selling

Older than the Challenger sale, SPIN selling originated in 2000 after Neil Rackham released a book on the subject. The practice is now used globally to achieve B2B sales success, continually proving its worth to sales teams everywhere.

Rackham believed that asking the right questions, can revolutionize the sales process. The questions sales teams use to qualify leads are paramount to success, so Rackham developed the SPIN technique, to ensure the optimum questions were always asked...



S

Situation questions

Asking about the prospect's current situation, to better understand their motives and tailor your offering to their needs.

E.g. "How do your currently obtain and manage your sales leads?"



P

Problem questions

Bringing the prospect into awareness that they have a problem you can resolve, helping you drive the sale forward.

E.g. "Does your team have a shortage of high-quality leads?"



Implication questions

Prove to the prospect the potential impact their problems could inflict upon their business if unresolved by your solution

E.g. "If your team continues to gain low-quality leads, will it stifle your business growth?"



N

Need/payoff questions

Guiding the prospect to understand how valuable a solution to their problem could be for their business.

E.g. "Why is gaining plenty of high-quality sales leads important to your future?"



When used to their full advantage, **these questions provide your team with all the information they need** to make an impactful first impression and fill your sales prospect with images of positive change. You'll not only close sales faster but gain higher-quality clients more likely to consistently retain.





Whilst B2B sales tactics can evolve your strategies, they are far more powerful when combined with the best tools.

Sales tools can offer teams an enormous array of benefits. From providing sales lead data, to boosting pipeline management. Let's look over the best B2B sales tools, along with the pros and cons of adopting such technologies into your business processes.

B2B sales software: pros and cons

Using a software to accelerate your sales success isn't for every team. Whilst these tools can offer some great advantages, for some, they are cumbersome and don't produce a heavy enough impact on results. So, let's weigh up the pros and cons of using a B2B sales software.



Pros



You close higher-quality sales

Those using tools to boost sales performance gain new clients who are heavily invested in their new purchase, meaning they're likely to retain well. **This ensures sales aren't just singular winners**, but long-term revenue drivers.

You gain powerful data

Many sales softwares offer data your teams can leverage to propel sales success. Whether it's sales lead contact data or information to better approach and nurture leads, **your team can gain powerful data for exceptional performance**.

Clear ROI

Unlike marketing, where only a multi-touch approach can offer full clarity, **sales software makes ROI attribution easy**, as it's so heavily linked to revenue. This means your team can quickly understand whether tools are well integrated into your processes and improving results.

Cons



Integrations

Integrating new tools into your current sales pipeline can be difficult from a technical point of view (depending on your current set-up), but **new software can also be difficult for your team to adapt to**. Ensure they are ready for a new tool.

CRM management

Most sales software provides new data for increased success; both new lead data and nurture information. However, without care, this could clutter your current CRM system, so be sure to **properly plan how new all data will be managed**.

Disrupted workflow

Both of the above can **seriously decrease your team's productivity**, and therefore hinder their success. Too much time focusing on poor integrations and data management means less time focused on prospects and pipeline movement.

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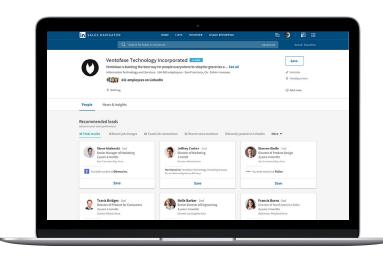
Linked in SALES NAVIGATOR

LinkedIn Sales Navigator, offers sales teams a platform from which they can discover new, valuable prospects with detailed searches and specific group access.



relationships fuelling your sales pipeline with new business **opportunities**, whilst also maximizing on old connections to

Master a social selling strategy with LinkedIn Sales Navigator.



This tool is low cost with high impact. LinkedIn believe those using Sales Navigator are 41% more likely to gain new opportunities, 51% more likely to achieve target and 80% more productive – who can argue with those stats!

Click here to get started.

BASE

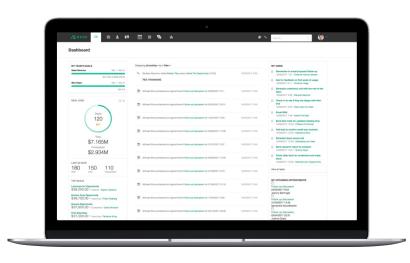
With a visual representation of your sales funnel, BASE makes it easy for each individual team member to understand how far through their buyer journey leads are, which leads they need to work, and how best to gather and store data for sales pipeline longevity. BASE teaches your team **how to capitalize on every lead, integrating with marketing automation tools**, helping you understand when best to make contact.



This not only increases overall data management for improved communication, it also seriously boosts your sales team productivity.

Your team consistently understand their pipeline movements and fluctuations, and with BASE's advanced integrations and portable mobile app, your sales team can prioritize their data and make effective action with ease.

BASE offer an advanced CRM solution made to perfectly suit B2B sales teams.



This all-in-one tool is web-based, and fully scalable to best meet the needs of your business; with reporting on hand to easily analyze and boost your pipeline understanding, BASE is the sales tool your team needs to reach sales success.

Find out more here

LEAD FORENSICS

Lead Forensics rolls all your sales needs into one, offering an advanced software to identify the businesses visiting your website. **Providing insightful data for new sales leads including contact details and a journey breakdown**.

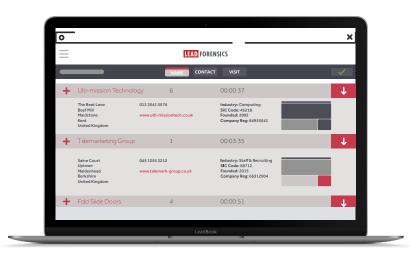
Lead Forensics provides real-time information, helping your team turn unconverted website visitors into leads with an impactful instant follow up.



Lead Forensics allows you to manage your lead pipeline in a custom-built Lead Manager, complete with lead assignment, visit categorization and trigger report functions, this tool is a must for any sales team.

Revolutionize your B2B sales with Lead Forensics.

98% of your website visitors don't inquire, we tell you who they are.



Book your free demo & no obligation trial today!

GET STARTED





Working with the right tools and tactics, your team will soon gain the exceptional results you crave. However, there is more to a truly outstanding sales team than the strategy they use, choosing the right team, training them properly and promoting sales pipeline health, all feed into the ultimate formula for sales success...

Recruiting the right team

Having a great sales strategy isn't enough when you're working with the wrong people.

There are many different personalities in sales, each bringing their own boon to the table, however when recruiting, you need to be careful to select the people who will best adapt to new tools and techniques, so they can continually grow. To recruit the best sales team, ask these three questions:

Can I coach this person?

If they already believe they're perfect – you can't easily train them in new things. To properly adapt to new tools and techniques, **you need a team you can encourage and coach**, who are willing to take your suggestions and advice, keen to action any feedback into bettering their skills. If they're untrainable, they're not right – no matter how good they may seem.

Have they learned from failure?

Many interviewers ask candidates to explain times they found challenging and overcame, but it is better to ask about their failures, and decipher what lessons they learned from them. This proves they can cope with slumps or difficult transitions, remaining continually positive, and it proves they can bend their approach to best suit the situation, instead of expecting situations to meet their strengths.

Do I care about their future?

If you find a candidate has just left, and you genuinely hope that if they aren't selected by your businesses, they still find success — this is a good sign. **They've made an impression on you enough to make you care about their future.** Your best sales team will have futures with your business, and you as their leader will fully support those futures helping them grow. Ticking all the boxes isn't enough — ask yourself

about how you see their future.



Continual training

The way you train your team is vital; it instantly affects their ability to succeed.

Training your sales team properly is not just important, it's paramount. Training sets the foundation upon which your strategy and success is built; if this foundation is weak, all that you have built on top will crumble. **Plan your sales training with the same care you plan your annual strategy.**

Start with these steps:

Give product training

Just throwing a script at your new starter is highly ineffective; it teaches them nothing about your business. What you do, what you stand for, and why your product benefits the business world is essential sales knowledge. **Train every team member to understand your product**, it's use cases and why it's so important.

Talk through your strategy

Whether you onboard the tools and tactics mentioned in this guide, or you fashion your own path to sales success, **ensure your team understand what their departmental strategy is**, and why you've planned it that way. Let them ask questions and make suggestions, so they fully understand and adopt new techniques and technologies when you choose to bring them in.

Creating a long-lasting passion

The important thing to remember about sales training is – it never ends! You need to instil such a passion in your team that they continue to engage with the world of B2B sales, **understanding the latest techniques and tools to continually forward their abilities**. Share exciting content with them, encourage them to present new ideas – make sure training is continual.



Sales pipeline longevity

Ensure your sales pipeline remains consistently healthy. Stuffing it with new leads is all well and good, but when this stream runs out, what comes next? Here's some top tips to keep your sales pipeline continually delivering a result:

Maintain high-quality data

From the moment you gather data for new sales leads, **ensure** your data is well organized and properly stored.

Team up with marketing

You can't continue to make sales without new business opportunities. Work with marketing to **ensure new leads generated will easily qualify**.



Improve your response time

You're 4,000% more likely to close a sale if you contact your leads within 5 minutes of them showing an interest in your brand.

Be experts

Sales leads will turn easily into clients if they believe you are the expert. **Use content and professional, industry-based language** to always appear knowledgeable.

With a properly optimized sales pipeline, your team will continue to **produce the results you need throughout the year**. Without giving equal thought to your sales pipeline as you do your recruitment, training and strategy, you'll never achieve the results your team are truly capable of.

Failure to prepare your strategy to include pipeline health, is preparing your sales team to fail in their ventures.



SALES IS NOT ABOUT SELLING ANYMORE **BUT BUILDING** TRUST AND **EDUCATING** " Siva Devaki CEO & Founder of Mansa Systems

What have we learnt?

There's no doubt the world of B2B sales has shifted considerably in recent years. As our founding quote mentions, there is no more pitching, no more rehearsed scripts or pushy, "Wolf of Wall Street" style calls; **B2B sales is about so much more, building trust and education is just the beginning.**

You must continue to move with the times, embracing the latest sales tactics and tools, helping your team achieve their best results. If your team isn't ready to adapt, your strategy will get left behind and prove to be ineffective. Go and discover your potential!



Revolutionize your B2B sales

To truly evolve your sales strategy and achieve the ultimate results, you need the most advanced tool – you need Lead Forensics.

Our ground-breaking software **identifies the businesses visiting your website to provide new sales lead data**, and offers a lead management system, to consistently engage current pipeline leads too.

Lead Forensics offers invaluable data, including:

- The names and addresses of businesses visiting your website, in real time
- Names and contact details for the business' key decision maker, for impactful and direct follow-up
- A full visit breakdown, including pages viewed and referral, ensuring your communications are highly targeted

Whether your team uses Lead Forensics to gain new business opportunities, or to effectively nurture those moving through their sales pipeline, this tool holds the secret to your best sales results. Revolutionize your B2B sales today...

Book your free demo & no obligation trial now!

GET STARTED



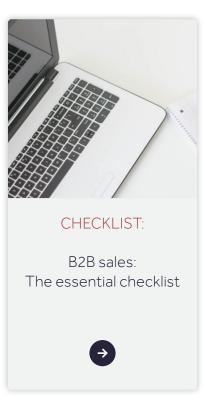
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If you enjoyed this eBook, why not visit the Lead Forensics Resource Hub – your secret weapon for becoming a lead generation guru. Packed full of practical B2B marketing and sales tool kits, guides and templates to help turbo-charge your business lead generation activity.

All absolutely free.











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