



Salesloft.

Best Practices of Top-Performing Sellers

HABITS TO HELP YOU EXCEED YOUR GOALS



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Roadblocks to Sales Success



Remember the yellow pages? It's hard to imagine that reps once relied on this for prospecting. The '80s called — they want their sales strategy back!

We laugh now, but when it comes to revenue strategies, too many sales organizations are stuck in a time capsule. They've simply replaced the phone book with haphazard, often undocumented processes, and short-term fixes. And both buyers and sellers everywhere deserve better.

Sellers are hungry for concrete guidance and long-term solutions to generate more pipeline, close more deals, and progress their career to the next level. **Buyers need reps who listen first, meet them where they are, and provide value.**

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According to Dan Swift, CEO of Empire Selling, 'Today's buyers and influencers don't care how your internal organization is structured or what type of seller is assigned to their account.'...informed and self-sufficient business buyers expect all members of the revenue team to bring value, continuity, and relevancy to every interaction.

Forrester Research,
The Democratization Of B2B Sales
August 2020

What Are Your Biggest Sales Pains?

- Connecting with buyers
- Hiring
- Pipeline building
- Attrition
- Process
- All of the above
- Predictability

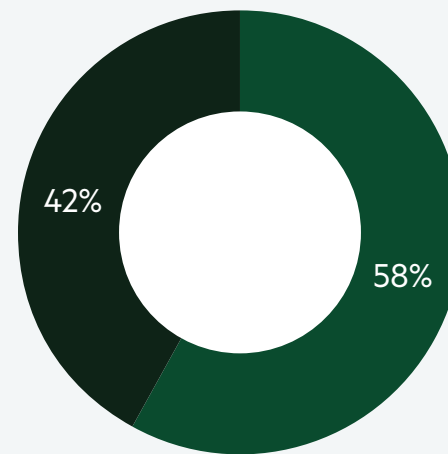
Though these challenges can be painful, none of them represent the real problem. **They're all just symptoms of poor execution.**

To understand how to overcome this, Salesloft partnered with TOPO to evaluate what sets top performers apart and how to replicate that success across the entire revenue organization through a common set of sales fundamentals.

We surveyed 181 sales reps from a variety of organizations. See the breakdown of study participants in the charts on the right.

Study Breakdown

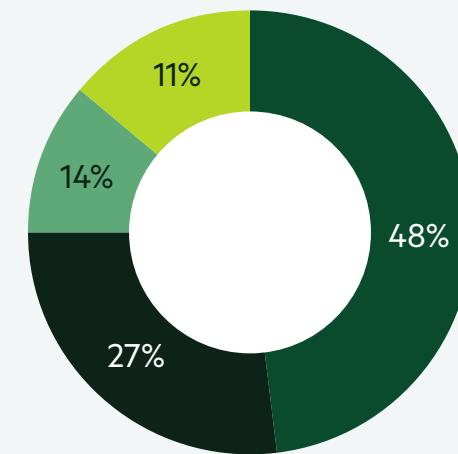
Top Performers* vs. Average Performers



- Average Performer
- Top Performer

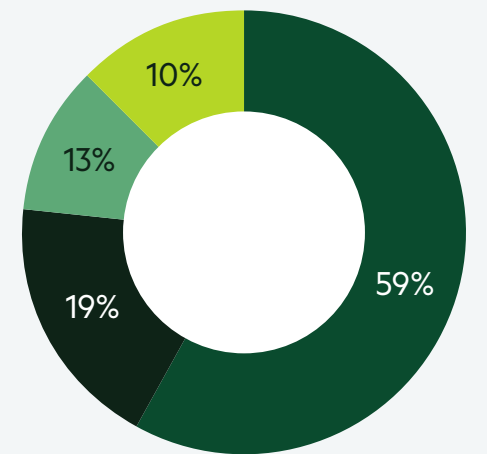
* Top performers achieve 101%+ of quota on average

Average Deal Size



- \$0-25K
- \$26-75K
- \$76-150K
- \$150K+

Company Size by Annual Revenue



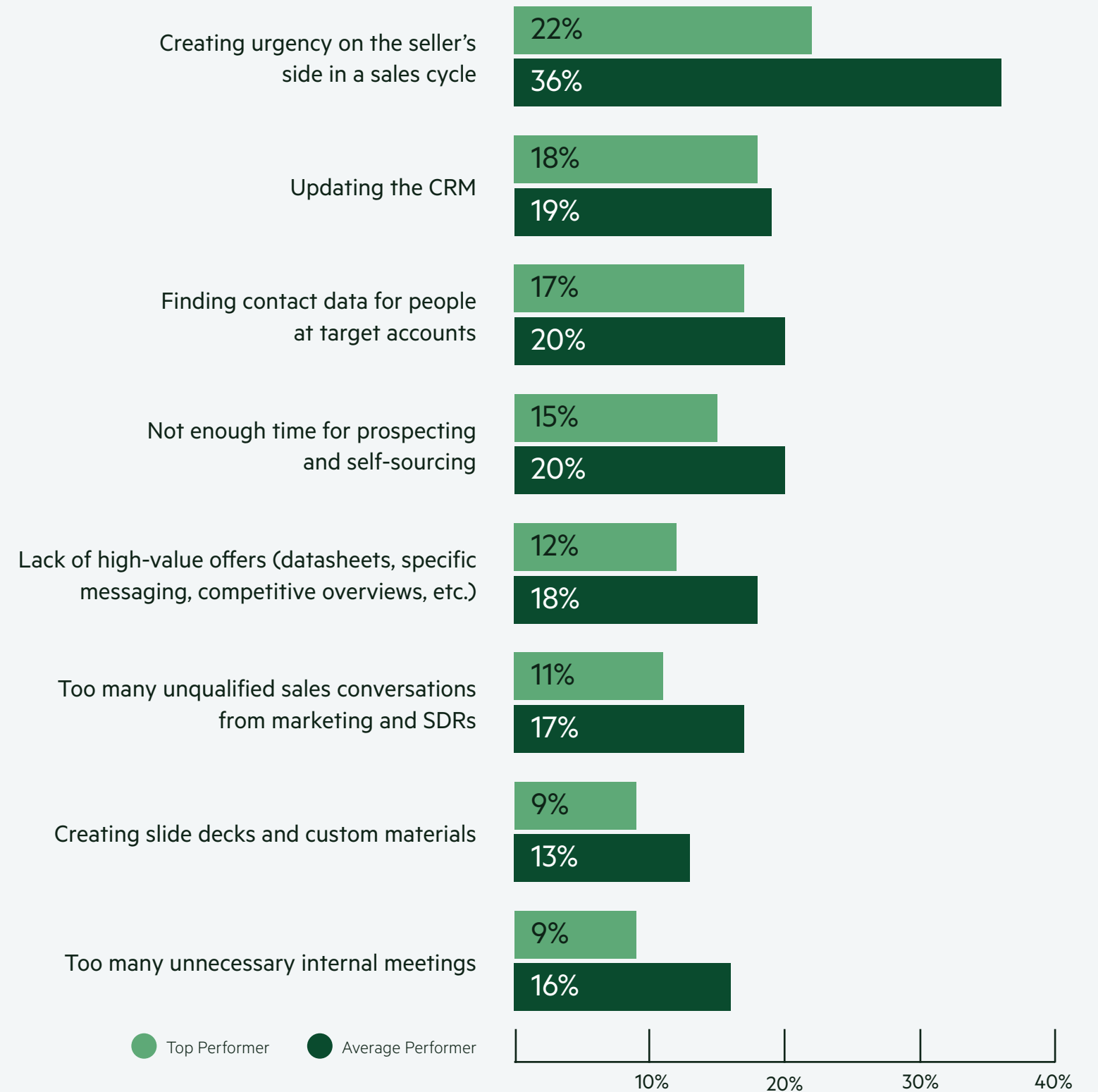
- \$0-50M
- \$51M-\$500M
- \$501M
- Not Disclosed



In this Guide:

We'll share data around what behaviors set top performers apart from average ones and what it means for your sales organization.

Top Sales Challenges According to Reps



How Reps Spend Their Time

Our survey found that sales reps only spend half of their time on “core” selling activities, such as preparing for and interacting with prospects.

The rest of their time is focused on other “non-selling” activities, such as administrative tasks. Too much time on non-selling activities erodes a rep’s ability to be successful.

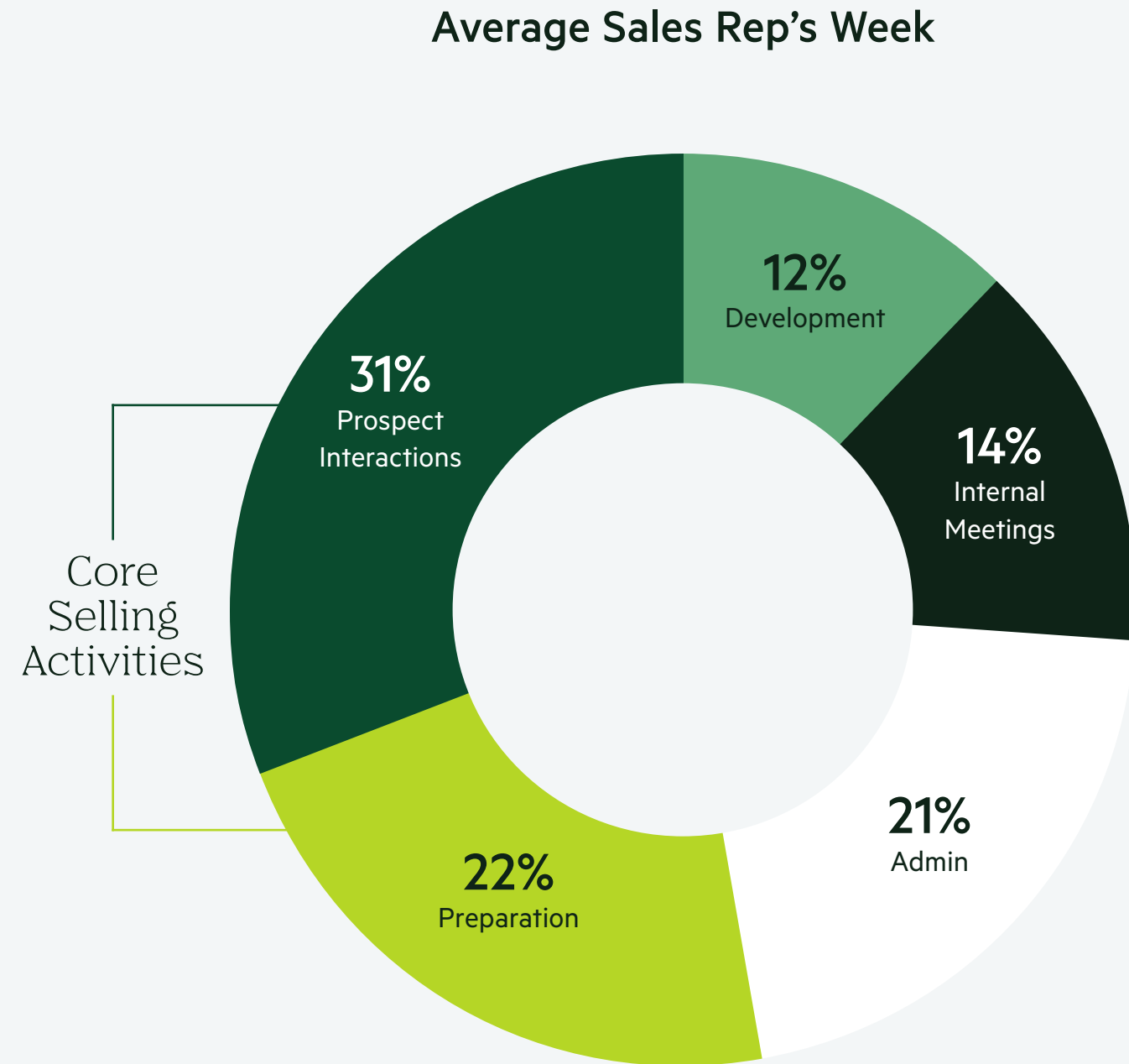


Exhibit 3

Top Performer Takeaways

In the study, we found the most successful reps focus more on factors within their control and effectively manage their time to accomplish selling activities.

Top-performing reps use data, intelligence, and productivity tools 30% more than average performers. And they drive success by consistently using sales best practices like:

- Setting agendas prior to calls
- Scheduling time for core selling activities
- Limiting next steps until qualification
- And more

By contrast, average performers were more focused on external factors, such as needing tools or more leads and content from marketing.



Top-performing reps use data, intelligence, and productivity tools

30%

more than average performers.

Best Practices of Top-Performing Sellers

Sales reps make choices every day that have a material effect on an organization's ability to meet revenue objectives.

Through this research, we wanted to understand how sales reps prioritize their time, what tools they use, and which behaviors distinguish top performers from average performers.

Top performers only spent an additional hour a week on core selling activities than average performers did. However, top performers spent 45 more minutes each week leading demos and 71 fewer minutes a week on account research. That may not seem like a lot, but one more demo a week over a year adds up. Top performers also typically worked 3.9 hours less each week than average performers, who got lost in list-building and research.

What set top performers apart was the ability to get more done in less time.

Top-Performing Seller Behaviors

What Top Performers Do More



Schedule time for prospecting on a weekly and/or monthly basis



Send an agenda in advance of a meeting or call



Use a sales playbook daily to prepare for calls/demos/presentations, using institutional knowledge



Recap the impact and payoff to the buyer at each step of the conversation



Take notes directly in the CRM (or note-taking tool) during the meeting



Spend 45 more minutes leading demos per week

What Top Performers Do Less



Offer next steps without clear call qualification



Spend 71 fewer minutes on account research and list building per week



Spend 2 fewer hours on reading (industry news and sales-related content) per week



Manage daily tasks less in a CRM or task management platform



Spend 45 fewer minutes on setting up automated prospecting emails weekly

Calling Behaviors

When considering the detailed behaviors of top and average performers, the following charts expose some subtle areas to explore.

Note that any behavior being done by 75% or more sales reps is considered a widely adopted standard. Top performers slightly edge out average performers on many behaviors.

However, any item with less than a 5% difference isn't statistically significant.



Behavior being
done by

75%

or more sales reps
is considered
a widely adopted
standard.

Calling Behaviors *continued*

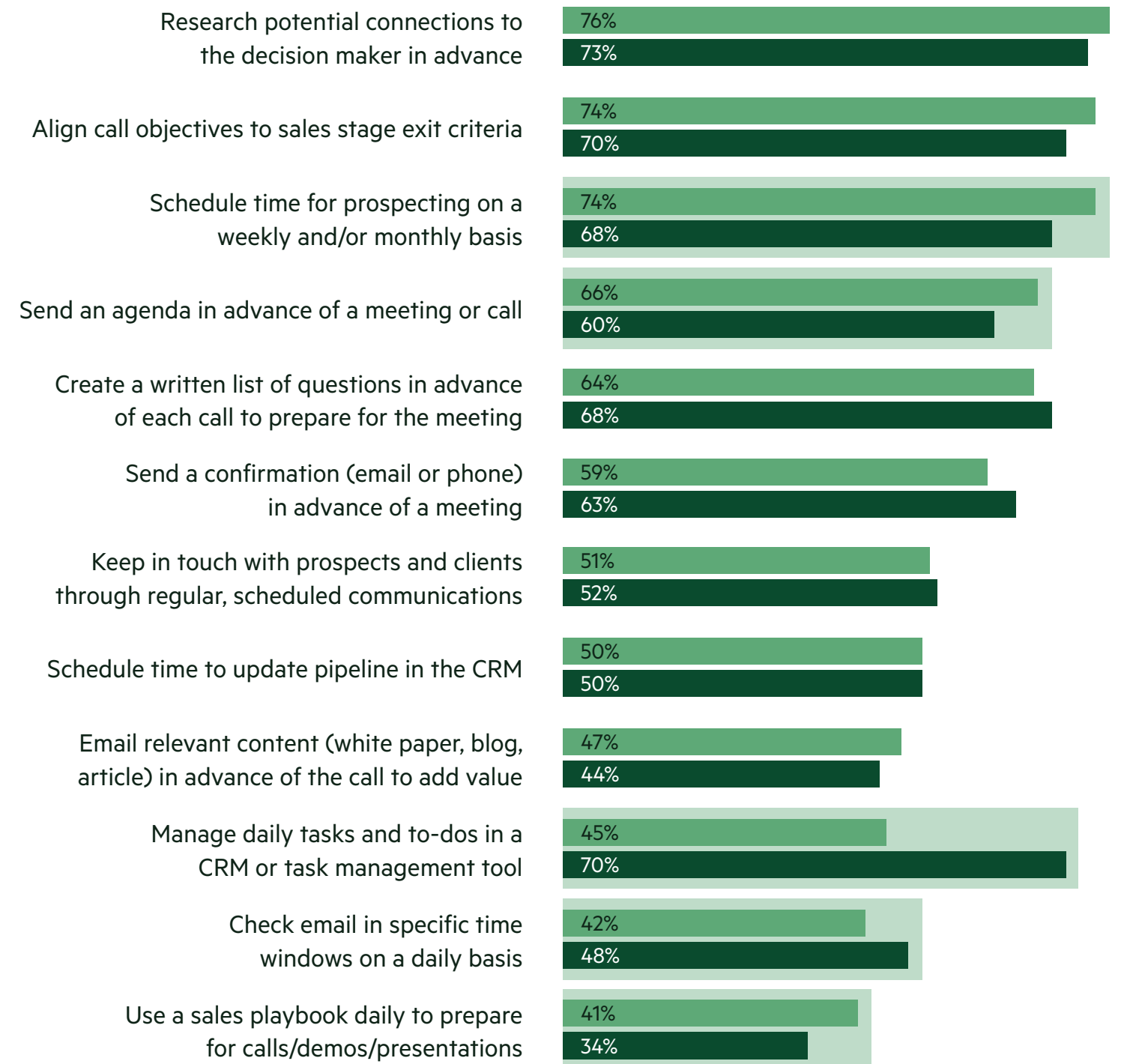
For behaviors done before calls, time management is a significant point of difference.

For behaviors done before calls, time management is a significant point of difference. Top performers are less likely to manage their tasks in a CRM or task management tool. While it's considered rogue behavior on most sales teams, top performers appear to be breaking the "right" rule. Meaning, their departure from the standard makes them more successful.

It's not that successful reps aren't managing their time. They're just not managing it the way that's expected.

Sales leaders should take note. Attaining success as a sales organization could be as simple as adjusting to how best performing reps work.

Seller Behaviors Before a Call



● Top Performer ● Average Performer ■ Statistically Significant

Calling Behaviors *continued*

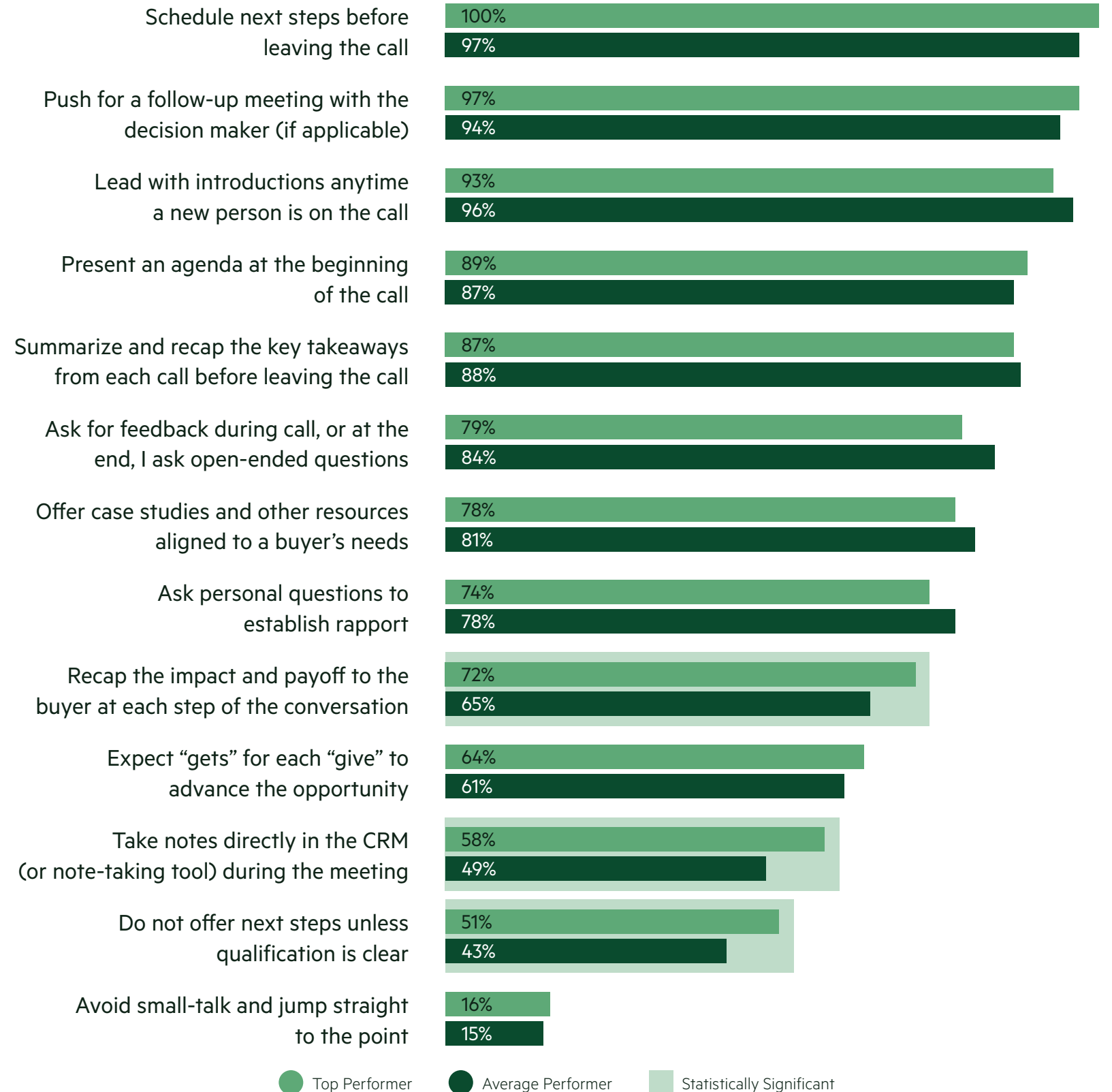
Best practices for sellers during a call are largely established.

All reps are engaging in the same general activities. The big difference is that most top performers aren't offering next steps unless stage qualification is clear.



Spending time on small talk is no longer desirable. Sales reps are now being more direct and intentional in managing buyer conversations. Considering how many buyers conduct online research before making purchases (roughly 80%), this isn't surprising.

Seller Behaviors During a Call



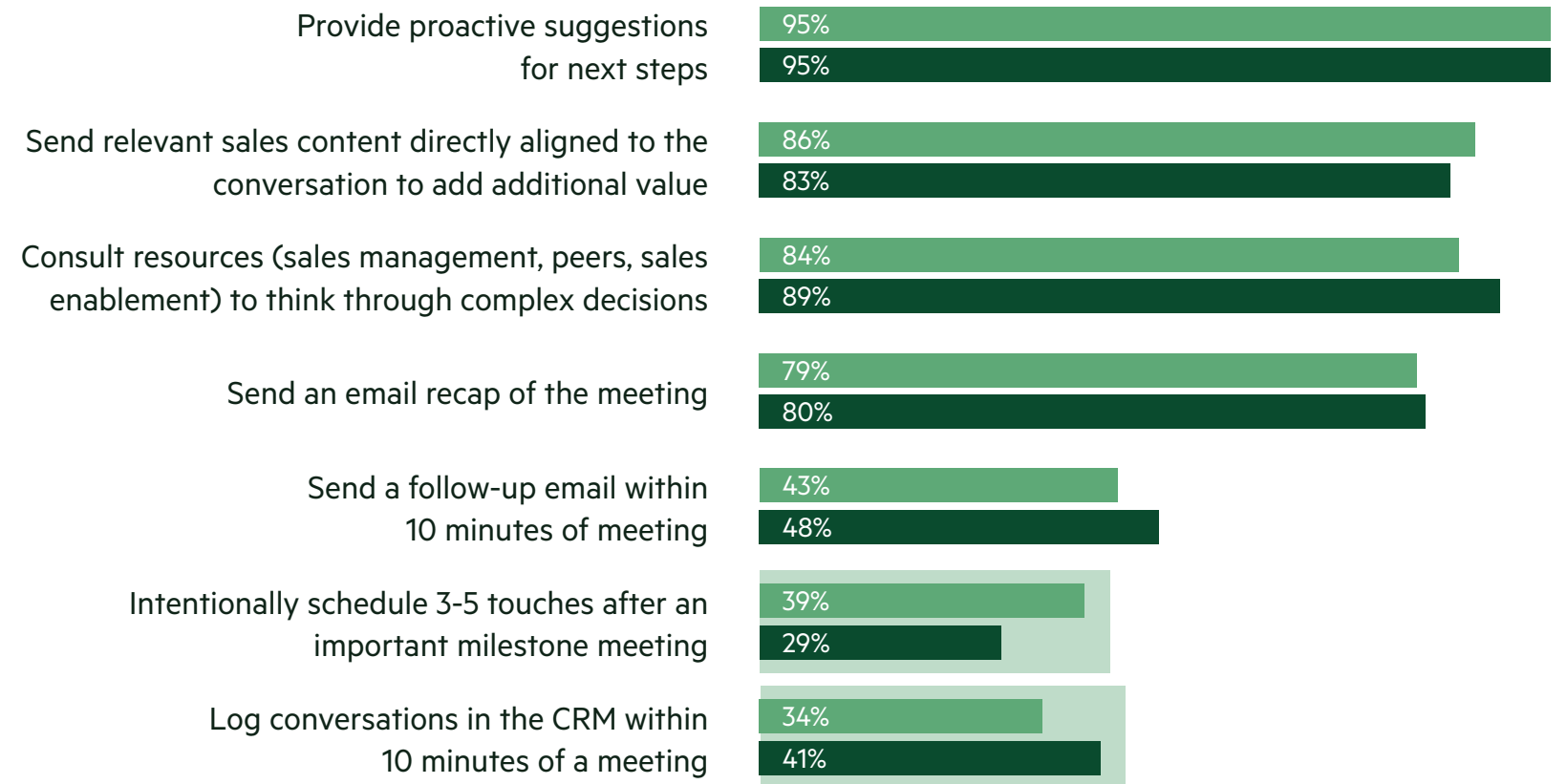
Calling Behaviors *continued*

After a sales call, top performers are more intentionally managing their follow-ups.

These reps have done the legwork to qualify leads and progress opportunities through established deal stages. So, these sellers prioritize staying top-of-mind after major milestones and ensuring deals move through the sales cycle.

Top performers also understand how to use Sales Engagement tools to establish cadences that ensure timely follow-up. They focus on providing something of value to prospects, such as additional references or links to a resource library. Following each meeting, they reiterate the solution's impact and value.

Seller Behaviors After a Call



● Top Performer ● Average Performer ■ Statistically Significant

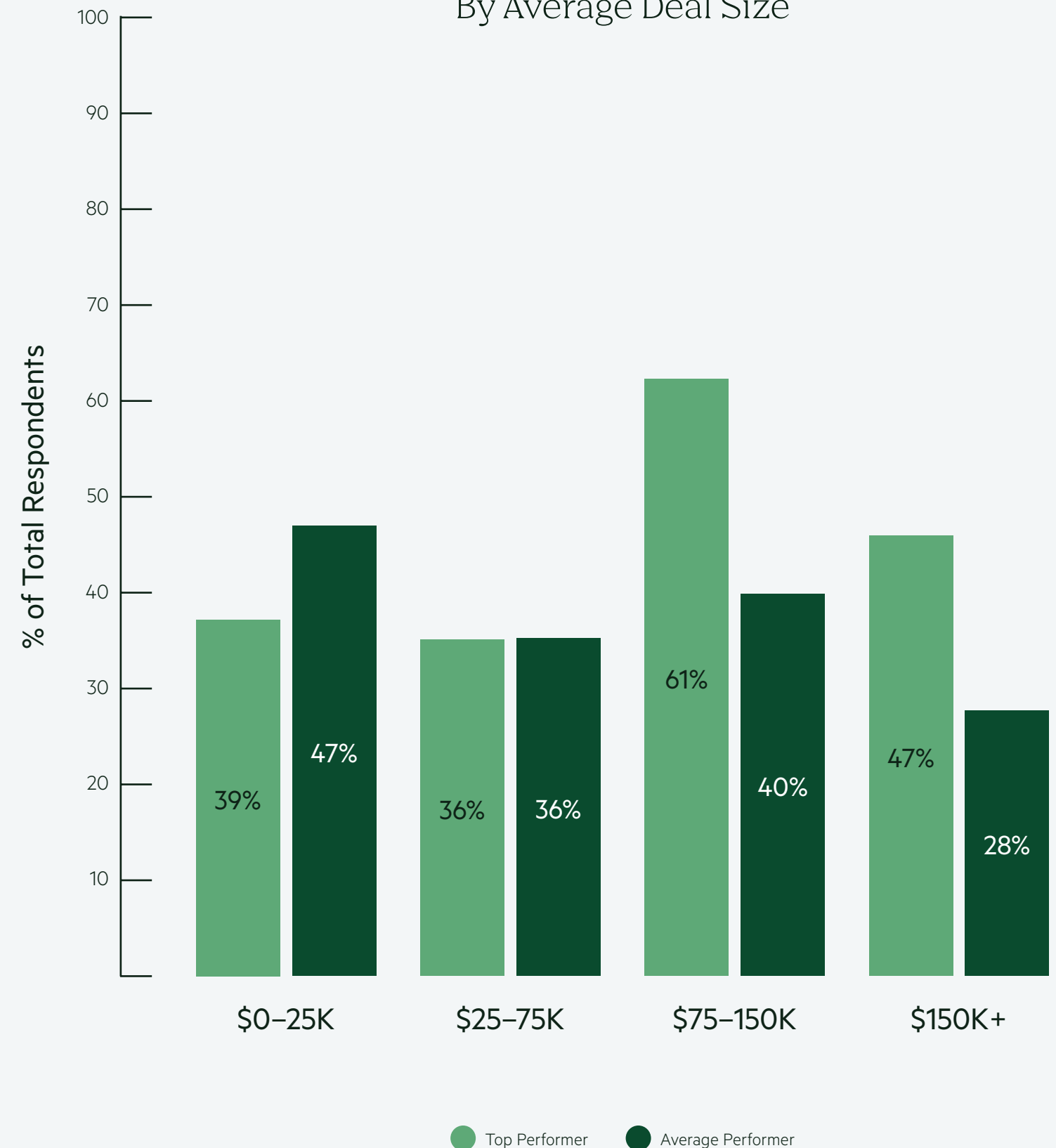
Opportunity-Sourcing Behaviors

All sales reps surveyed received opportunities from multiple sources, including marketing sourced leads, outbound SDR prospecting, and self-sourced opportunities.

Sales leaders expect reps to source a portion of their own business. Interestingly, for larger deals (\$75K+), top-performing reps sourced **21% more opportunities** through their own efforts than average reps did. This statistic doesn't speak to the quality of opportunities. Instead, it reveals that **the best reps placed a priority on driving their own success, not simply waiting for opportunities** to come to them. They appear to hone in on leads they can unlock, such as referrals, personal relationships, and LinkedIn connections.

Self-Sourced Opportunities

By Average Deal Size



What All Performers Need to Succeed

Some things were beyond the control of all reps.

Both top and average performers wanted help with automating tasks and reducing administrative time requirements. Sales leadership can alleviate these chores to make sellers' jobs easier. In fact, when asked what they needed most help with to succeed in their roles, sales reps said:

- Managing their time effectively
- Reducing administrative burden
- Managing the sales process
- Finding time to prospect
- Getting more/better leads and content from marketing

Reps must focus on building urgency and differentiating your brand from competitors, but they are often inundated with menial or secondary tasks.

How can you free up that time and unlock productivity for your team?

What would help you with process and effective time management?

Have a more streamlined approach and schedule to manage my time more effectively.

Finding time to consistently/effectively prospect.

Live in one tool all day long.

More automation/time for prospecting without sacrificing personal approach.

Save time finding/using data.

Removing the administrative tasks so I can focus on my clients' experiences and growing my accounts.

Exceed Your Goals with Sales Engagement

Remember the sales strategy execution conundrum?

In serving more than 2,000 companies, we've seen many attempts to solve it. More often than not, the best intentions fail due to lack of process adoption and inconsistent execution.

Much of the sales tech stack focuses on figuring out how to handle leads. Sales reps are spending more time looking for data and less on writing proposals. Whether it's a top or an average performer, they're all trying to do more with a finite number of hours in the day.

That's where Sales Engagement comes in, helping sellers quickly adopt strategies that work and abandon those that don't.

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Keeping pace with buyers' digitally empowered expectations means sellers must adapt by using technologies that help them improve customer experiences while lowering the cost of sales.

Forrester Research,
Now Tech: Sales Enablement Automation
Q2 2020, May 2020

Exceed Your Goals With Sales Engagement *continued*

Sales Engagement is not a task management tool, marketing automation, or CRM.

Think of it as a co-pilot for your CRM. Sales Engagement takes a data-driven, analytical approach to automating human interactions between buyers and sellers. It helps reps organize the time they spend on daily activities to yield the best results, whether they're building pipeline or nurturing deals to close.

Sales Engagement platforms tie data, intelligence, and productivity tools together, which saves reps time. That translates to more time spent on core selling activities and better process adoption throughout the deal cycle. **And better adoption means better deal data and more accurate forecasting for sales leaders.**

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Sellers excel with the right technology and support.

Forrester Research,
Now Tech: Sales Enablement Automation
Q2 2020, May 2020

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The Sales Tech Stack: What Reps Use Every Day

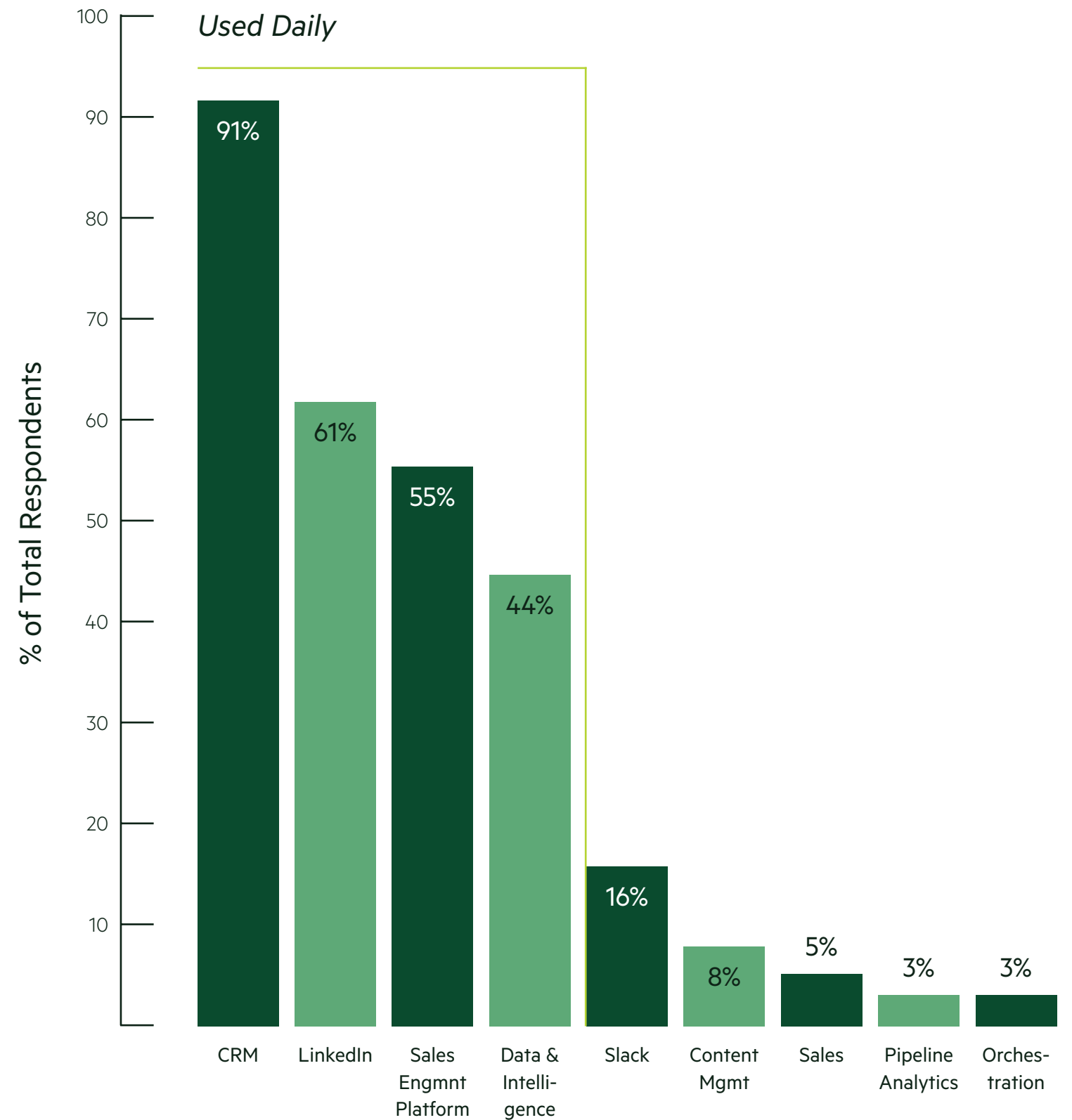


Exhibit 10

Using a Single System of Execution for Your Strategy

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Sales engagement technology enables sales departments to efficiently deliver high-quality interactions with prospects and customers at scale.

“Sales Engagement – The Definitive Guide,” TOPO

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Sellers perform better with nudges, reminders, and recommended next steps.

They work faster by automating low-value tasks and streamlining workflow. They execute [account-based strategies](#) better, **drive more opportunities to close** through prospecting and opportunity management, and **expand strategic accounts**. And reps feel happier, empowered to maintain their autonomy while exceeding their sales goals.

The bottomline is this: Sales Engagement helps sellers create better buying experiences at every stage of the sales process — generating more revenue, faster.

A Single System of Execution Helps Sellers:



Avoid the context shifting that comes with using multiple tools



Minimize distractions and increase productivity



Operate in more organized, systematic, and measurable ways



Strike the right balance between automation and personalization



Manage all their tasks from scheduling through execution







Automatically sync all their activities back to the CRM



Preserve their sanity

Salesloft.

#1 in Sales Engagement

-  A Leader in The Forrester Wave™: Sales Engagement, Q3 2020
-  Top-rated Sales Software 2020 and #1 in Sales Engagement by G2
-  Top-rated Sales Software 2020 by TrustRadius
-  Top-rated in Sales Engagement and Sales Acceleration by TrustRadius

For more information about Salesloft
and the Modern Revenue Workspace™

[visit salesloft.com](https://www.salesloft.com)

