SALES ALMANAC

Sales trends from top 100 revenue voices on LinkedIn.

Flowla

Foreword

2023 Sales Almanac in numbers:

- 100,000+ reactions & 10,000+ comments
- 1,000+ LinkedIn posts reviewed
- 100 LinkedIn sales voices
- 10+ trends that ruled 2023
- 1 resource to prepare for what's next.

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Co-Founder & CRO

Flowla

Back in the day, selling was about going out there, meeting clients and staying top of mind. Things are a little different today.

Buyers in 2023 have been asking for more flexibility, availability, and autonomy. Frictionless yet 'social' buying experiences...

So sales professionals are adapting.

From the revival of consultative selling to the spread of 'nearbound', 'allbound' and buyer enablement, change is everywhere.

This is what prompted us to collect the pioneering thoughts of the top voices in the industry and... create a clear narrative you can follow amidst the LinkedIn noise: Sales Almanac 2023.

Furthermore, we'll be launching our "Top Voices 2024 Predictions & Trends" expansion in January. Stay tuned!

On behalf of the entire Flowla team, we wish you a joyful holiday period and a great read!

Enjoy, share & join the conversation on LinkedIn with #salesalmanac.

Index

Flowla

Selling in 2023: Quality over quantity

Carl Ferreira
How you sell is why you win™
8mo • Edited •

Can we stop blaming our decreasing win rates, shrinking ACVs, extended sales cycles on...."these uncertain times"?

Are the times really that uncertain? No they are not.
+ Buyers are more conservative in their spending
+ Buyers are taking longer to make decisions
+ Buyers are looping in more peers to make a decision
+ Buyers are beating you up on price more
+ Buyers aren’t coming inbound ready to buy without you having to do any selling
+ Buyers aren’t jumping head over heels for your "nice to have" tool

This feels very certain to me. These are the factors you face. Let’s face them.

The times are certain. We just need to knock some rust off of the skills that made us successful sales professionals before the order taking era of covid saas sales when we were all selling water in the desert.

158 81 1 See full post

In 2023 the times are hard but certain.

Salespeople just need to face the new reality and adapt.

Carl Ferreira

Line em up...brainstorm some solutions...list out the easiest tweaks you can make to solve for some of these...test em out...validate them...move onto the rest of the list until your sales team is trained, coached, enabled, and eating your competitors lunch.

The old playbooks are broken and the Predictable Revenue model is under scrutiny.

This means no more assembly line approach to pipeline generation.

Adam Robinson

Building an assembly line of BDRs who do the exact same thing that 100,000 other B2B SaaS companies do is not going to work anymore. Start focusing on creating content that cuts through the noise.

Adam Robinson
CEO @ Retention.com | Helping Shopify store owners 2-3x Klaviyo F...
3mo •

I've spoken to 30 founders over the past six weeks about their BDR teams.

Here are the 7 most controversial (and surprising) things I learned:

1. 2023 finally broke the old BDR playbook

2. Leaders are struggling with whether to keep underperforming but "profitable-ish" teams

3. 1H23 created headwinds for ACV, making the calculation even harder.

4. Many founders (like me) have eliminated BDR teams and pipeline generation hasn't slowed

5. There are still channels that are working great… It's just the "new playbook".

6. The "new playbook" is producing warmer leads with way fewer people (good), at the cost of losing predictability (bad).

7. Pipeline is everybody's biggest problem, except for generative AI companies

BDR used to be creating that pipeline…

In 1H23, it has failed, it is broken

My biggest takeaway from the last six weeks:

The Predictable Revenue model is dead.

3,359 689 135 See full post

As a result, it takes more touchpoints to reach the buyers.

Disingenuous personalization doesn't cut it anymore.

Jeremey Donovan
EVP, Revenue Operations (RevOps) and Strategy @ Insight Partners
1mo •

Hey Salespeople: 5 years ago, I benchmarked the # of touches per opp sourced for cold outbound. It was 200-400. Just redid the analysis and ...

... today it takes 1,000-1,400 touches per opp. Simply speechless.

(This is of course 1000 touches across many possible accounts & contacts.)

479 141 31 See full post

Leslie Venetz
Talk WITH your prospects instead of AT them #EarnTheRight ...
6mo •

Stop wasting your time on personalization.

It's not working & I can tell you why.

Personalization like:
👉 I see you are the Founder of Sales Team Builder, or the infamous,
👉 Congrats on your Series A,
has no relevance to the rest of your often seller-centric message & it is a turn-off.

How do you get prospects to reply while still hitting your metrics?

Ditch personalization in favor of the following approaches:
1. Valued-based segmentation
2. Relevant hyper-personalization

211 83 7 See full post

So salespeople explore new channels, and get creative.

Samantha McKenna
Founder @ #samsales | Sales + LinkedIn + LinkedIn Ghostwriting Ex...
10mo •

Prospecting in 2017: Create sequence, drop 500 peeps in, sit back.

Prospecting in 2023: Create sequence,#SMYKM your buns off in the first manual email, drop a few dozen of your highest value targets in, pop over to LinkedIn Sales Navigator, add them to a Top 500 prospects list.

Now, every Monday, pop into that list, check to see who has posted, and comment on anyone that's added content in the last week.

Comment with something thoughtful...that shows your intelligence/perspective/thought leadership off (read: not "cool share!") 🙃

Then, make your next post on Tuesday.

The algorithm will substantially increase the odds of your buyers seeing your next post as a reward to you for engaging with them. 🤓

My goal is to get my buyer to think of me every. single. day(ish) without being annoying or using the same medium.

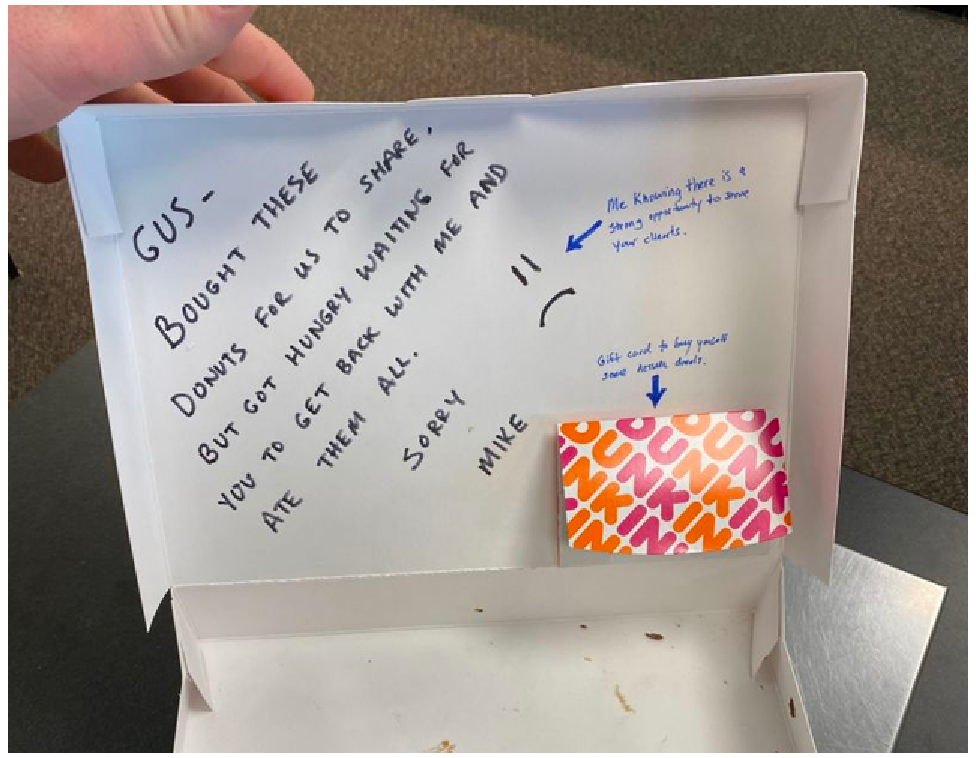
1,293 · 245 · 22 · See full post

Dale Dupree
Sell More, Suck Less | Helping Sales Teams to Rebel Against "Typica...
Visit my store
8mo •

You can keep emailing: "hey just checking in" 🤮

You can keep calling and getting voicemail 🤷🏻‍♂️

Or, you can stop being so afraid and send this 👇🏻



1,446 · 463 · 33 · See full post

Scott Leese
6x Sales Leader - 4x Founder - 3x Author - Sales Consultant - Advis...
Book an appointment
6mo •

Simple advice for anybody in a sales roles right now...grow your network.

Not create content. Not build a brand.

Here's why: so you can leverage your network [and reciprocate] into deals.

I think the SDR role is the single hardest role in GTM right now.

I also think folks are realizing the role is not working the way it used to.

It's time for change, and to try something new.

Old KPIs:
- calls
- emails
- talk time

New KPIs:
- connection requests sent / accepted
- network growth day / week / month
- warm intro's facilitated / received

629 143 12 See full post

They leverage their network and reciprocate into deals.

Scott Leese

Traditional go-to-market strategies are not good enough anymore. You have to incorporate go-to-network strategies as well.

Some people still see results with traditional channels, like calls.

Tom Slocum

It doesn't have to be a long and complicated process. Be human, get in, and get out. That's all there is to it.

🔥 **Tom Slocum**
Your Future Homie- In- Law | Helping Orgs Break Through The Nois...
Visit my website
10mo •

Here's how I booked 8 meetings last week 👇

🔹 Picked up the phone and started talking to people (harder than you think)

🔹 Led with a confident, relaxed tone. I knew exactly who I was calling & why.

🔹 Made it conversational, not an interrogation

🔹 Led as a problem-solver, not a product pusher

🔹 Got straight to the point, closed with my ask & recapped the pain.

207 · 109 · 13 · See full post

Ian Koniak
I help AEs perform to their full potential in sales and in life by Maste...
Visit my website
10mo •

I don't believe in cold calling. Instead, I believe in warm calling.

Here's how it works.

1. Spend time upfront researching the individual and company you want to prospect into. Identify where you can potentially help them.

2. Send an e-mail outlining what you learned about them and where you think you can possibly help. Ask if they'd be open to learning more.

3. That same day, call their cell phone and ask if they received and read the e-mail you sent. This immediately makes it a WARM call rather than a COLD CALL.

4. If they didn't receive the e-mail, briefly and directly recap the e-mail and ask if they'd be open to meeting to learn more.

We are not in the business of managing sequences - we are in the business of selling.

And selling starts with talking to people.

3,351 461 109 See full post

As long as you keep it personal and warm, cold calling might work.

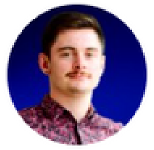
Ian Koniak

The phone is where most of the magic happens, as it's way too easy to ignore or delete an e-mail.
The key is that the ratio is 1:1 - one phone call per e-mail sent.

And this applies to all strategies you use, not just cold calling.

Will Taylor

Your network defines your level of trust and expertise. No network = no warm introductions. Period.



Will Taylor
Stop selling on "hard mode" | Nearbound = Modern revenue | Follow...
Visit my website
5mo •

Let's face it - the cold emails and cold calls aren't working as well as they did. Should you completely stop? No.

But you SHOULD be considering this: People don't want to hear from shoddy salespeople that aren't subject matter experts.

They don't trust you. They DO trust the voices they follow.

So what do you do as a seller?

Step 1. Find 5 people that your ICP is listening to.
Step 2. Set 10 minutes each day engaging with their content.
Step 3. Help the people you connect with and discuss the problems they are having and what you've learned.
Step 4. Ask marketing how you can include these influencers in your company's initiatives (for them to get exposure/clients/etc.).
Step 5. Offer to introduce that influencer to one of your clients or include that influencer in your content

Give before you get. Help others and you'll see the benefits.
Your network = your net worth.

117 51 See full post

Chris Ritson
I help SDRs hit their quotas 💰 Dropping my 1st digital course in Jan...
Visit my store
6mo • Edited •

Just met an SDR who hit 240% of their quota this month.

Here's how she did it (in her words):

"80% of the opportunities I booked last month were from conversations I started 3+ months ago".

"I then just made sure I stayed top of mind by personalising every touch point, for example; I never send generic case studies".

"One thing that works SO well is I send prospects gifts 2/3 weeks before our follow-up call, they pretty much always show".

The lesson (also in her words):

"Most of your prospects aren't in the market right now.

That doesn't mean they never will be.

Just means you need to find ways to stay top of mind".

576 97 11 See full post

Relationships are key to building a pipeline in 2023.

Chris Ritson

The phone is where most of the magic happens, as it's way too easy to ignore or delete an e-mail.
The key is that the ratio is 1:1 - one phone call per e-mail sent.

As a result, salespeople should prioritize targeting.

James Buckley

NOT EVERYONE IS A PROSPECT. Be targeted. Shoot Better shots. Accuracy matters more than it ever has.

James Buckley
Host of The Daily Sales Show @ Sell Better
Visit my website
6mo •

Reducing the pocket size increased my accuracy by 30%.

It’s a common misconception in sales that “everyone is a prospect.”

This is untrue. A myth perpetuated by dated leaders who scream “more volume” then condemn sellers for not being targeted when they miss the mark.

But more isn’t the answer. A smaller target is. 🎯

By improving your targeting, accuracy goes up, and lost opportunities go down.

Think about this analogy when prospecting this week.

If you shrink the target audience down to ONLY your ideal clients, how much more effective will you be while working your pipeline?

Reduce YOUR pockets by 30% and watch what happens to your conversion rates. 📈

183 63 4 See full post

Amanda Zhu
Co-founder at Recall.ai | One API for all your meeting integrations
Visit my website
2w •

I've closed $1M doing founder-led sales in less than a year.
I have no sales background, and never understood how to do discovery.

Until this mindset shift:

Instead of trying to “qualify” prospects, you should actively try to disqualify prospects.

Ask scary questions that lead prospects away from your product, such as:

▶ Why don’t existing solutions such as X, Y and Z work for you?
▶ Why are you taking time out of your day to chat with me?
▶ Is this something you need right now, or are you just window shopping?

It’s not the standard way to do discovery, but it:

▶ Helped us understand why people bought and why people didn’t.
▶ Maximized our learning per conversation, which is more valuable than revenue when you’re early-stage.
▶ Helped us find early users with a burning pain. People would self-select out if the pain wasn’t strong enough.

535 48 7 See full post

And strive to qualify (or disqualify) prospects as early as possible.

Amanda Zhu

Don't worry about losing prospects.
If your product is valuable, you’ll have hundreds of thousands of potential customers.
If it’s not, it’s better to know sooner rather than later.

Yet, the way we qualify in 2023 has also changed – old methods don’t work any more.

Kyle Coleman

We (sellers) need to worry less about how we want to sell and worry far more about how buyers want to buy. We need to be really honest with ourselves, inspect the various sales processes / methodologies we have, and ensure that we're architecting them for buyers. This is a pretty different mindset from what defined popular sales strategies 10-20 years ago, and we all need to adjust.

Kyle Coleman
CMO @ Clari
Visit my website
7mo •

BANT is a great way to choke your top of the funnel.

🤯 I’m shocked that so many companies are still strictly requiring Budget, Authority, Need, and Timeline info before giving anything to prospects.

This is fundamentally misaligned from how buyers want to buy in 2023. The expectation is that sellers give, educate, and earn buyers’ time and attention. Not the other way around.

The only BANT letter that really matters is N. Qualify and discover around the Need, and pique interest in your solution.

The other letters matter eventually, but not initially.

2,285 248 54 **See full post**

Michael Hanson
Empowering B2B Sales Teams to Have Better Conversations | Host ...
Visit my website
2mo •

Only 18% of buyers trust salespeople.

Sellers have been taught to treats buyers like robots, talking about:

🙄 Economic Buyer
🥱 Decision Criteria
😤 Budget
🤨 Authority

But the reality is people buy on emotion and justify with logic.

You need to tap into:

✅ The right and left side of the brain
✅ The material and the spiritual
✅ The logical and the emotional
✅ The measurable and the immeasurable

That's why we created a new sales framework:

COSMIC

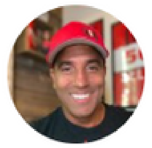
162 105 19 See full post

So people are coming up with new ways to qualify the buyers.

Learn about the COSMIC framework:

In reality, the only qualification criteria you need is: Is the problem big enough and can you solve it?

> **Keenan**
>
> Buyers need help solving their problems, and making GOOD buying decisions that drive their business forward and they need salespeople who can help with that.



Keenan
📕 Author of the Best Selling book on Modern Selling Gap Selling - C...
6mo •

BANT DOESN'T WORK . . . AND I CAN PROVE IT!!!

BANT is about the seller and is used to drive the transaction. It offers ZERO value to your buyers and prospects.

Your buyer already knows what their budget is. They already know who the decision maker is, they THINK they know what they need and they know the timing, so asking all those questions, albeit at the qualification stage or during the sale is just not good selling and now I have the data to prove it.

If you're asking BANT questions it's not helping you sell. It's actually getting in your way.

BANT doesn't matter. What matters is, is the problem big enough and can you solve it. Buyer's don't know what they need. The majority of buyers too often are buying the wrong thing.

It's time we send BANT to pasture. It's time we let it go. Like the buggy whip, gas burning candles and avocado colored refrigerators, BANTs time has passed.

BANT is dead, let it go!

1,005 | 230 | 46 | See full post

Mark Kosoglow
Are your customers your growth engine? They should be.
Visit my website
9mo • Edited •

AEs should NOT be prospecting more right now. It's dangerous. That solution worked in the economic environment of 2 years ago.

📉 Law of diminishing returns is kicking in sooner →

Nearly every company I talk to is suffering from poor top of funnel marketing performance and decreased SDR output. Yet, many so-called LinkedIn pundits are telling AEs to invest more time on top of funnel activity.

🔍 Budgets are tighter and scrutiny is higher →

I'm hearing about more CFO involvement, larger decision making committees, less money, more requirements, more hoops to jump through, increased deal cycles... All of that equates to sellers needing to spend more time and effort to win deals.

⚖️ Time is a limited resource →

Here's what this is all coming down to. If you only have so much time, you have to decide where to spend it.

My advice? Continue to prospect at your normal levels but find a way to do it in less time.

Spend more time on becoming a better seller and winning more revenue with less deals.

1,958 212 35 See full post

So rather than prospecting more, focus on becoming a better seller and offering value.

Mark Kosoglow

The true sales professionals actually garner better results in hard economic times, not because they have more pipeline, but because their selling, solutioning, and value creation stands apart from "order taker" reps who can be good, but only during good times.

2

Buyer-centric sales: Helping over selling









Adam Jay
LinkedIn Top Startups Voice | A Founder's Best Friend | Helping S...
Visit my website
9mo •

The ABCs of Sales

Always
Be
Closing

NOT!

The new ABCs of sales are:

- Authenticity
- Building Relationships
- Creating Value

Sales is no longer just about closing deals, it's about building trust, rapport and adding value for your clients. It's about being a partner in their success, not just a vendor.

Remember the new ABCs as you approach your next sales opportunity.

141 53 2 See full post

The ABCs of selling are no longer about closing.

It's about authenticity, building relationships, and creating value.

Good selling is about them, not you.

It's about helping your buyers solve a problem.

Brandon Fluharty 🐝
I help strategic SaaS sellers become millionaires without sacrificing ...
Visit my website
7mo •

Bad selling:
- Talking
- Forcing
- Pitching
- Competing
- Persuading
- Discounting

Good selling:
- Helping
- Listening
- Designing
- Consulting
- Collaborating
- Understanding

Sales done right is not about you. It's about them.

781 66 19 **See full post**

Daniel Disney
Founder of The Daily Sales 🔥 Keynote & SKO Speaker - Best-Sellin...
Visit my website
4mo •

The fundamentals of successful selling in 2023 are simple.....
S - solve problems
A - ask lots of questions
L - listen more than you talk
E - empathise
S - share knowledge

Modern-day selling isn't about being a pushy aggressive seller, but a problem solver. You need to find the people who have problems that you and your product can SOLVE.

It's no longer about "talking the talk", but asking lots of questions and then LISTENING more than you talk

EMPATHY also plays a huge role, it's crucial to be able to show your prospects and customers that you understand them

Finally and especially in the modern social world that we live in, successful salespeople need to SHARE knowledge.

3,964 134 563 **See full post**

As a result, you should approach discovery as a diagnostics process and build a connection with the buyers.

Becc Holland
CEO & Founder @ Flip the Script
10mo •

If you're in sales… This is your ONLY job.

Diagnose. Diagnose. Diagnose.

Discover the things that are hurting them/ will hurt them, in the future: That they DON'T know about.

That's the job.

1,510 264 103 See full post

Andy Paul
I help fix your broken win rates | Advise CEO/CRO on win rate strate...
3mo •

Our job in sales is not to sell. Our job is to build relationships.

If we are unable to connect with another person, engage their interest, build their trust and inspire them to take action, then everything else we think we know about how to sell is irrelevant.

Here's a simple equation to spell it out for you:
Connection ➡ Interest ➡ Trust ➡ Relationship ➡ Sale.

We can't skip a step. Every element must be present.

It also works this way:
No connection ➡ No interest ➡ No trust ➡ No relationship ➡ No sale.

There's no interest without a connection. There's no trust without interest. There's no relationship without trust. And, no sale without a relationship.

Which means that we have to make the human connection happen first. That's our first job.

147 25 7 See full post

So, rather than focusing on the product, prioritize the buyer's needs.

Hannah Ajikawo

People don't buy products, they satisfy desires. Desires are strong feelings about wanting something or someone. So our job as salespeople is to identify the desire(s) that will motivate action.

Hannah Ajikawo
GTM Challenger - Building Buyer Journeys that Increase ACV | Linke...
Visit my website
11mo •

Stop training salespeople on your product.

Start training the team on your ideal clients needs.

If your onboarding plan has a product demo on day 1, you are telling your salespeople that this is the most important thing you need to focus on.

Trust me.

The product can come later.

Start with the discomfort - the issues, challenges and opportunities that your ideal clients face.

142 42 2 **See full post**

Sara Jones
Leading The Presales Conversation | Global VP Presales | "The Won...
1mo •

Bad demo:

- This is our product
- This is how it works
- This is why you should buy it

Good demo:

- This is your problem
- These are the consequences
- This is how our product solves them

Want to improve your demo?

Stop impressing customers with the tech.

Show them how you use it to solve their pain.

394 29 15 See full post

And present your value proposition from the perspective of the buyer's needs.

Flowla

Diagnostic discovery lays the foundation for guided selling.

Brian LaManna
AE @ Gong | 4x President's Club
Visit my website
6mo • Edited •

After a 45 min doctor appointment, would you like if they asked: So what do you think we should do for next steps?

I'd be 😡😡😡 because you go to the doctor when there's a problem
-You want them to listen to you
-You want to know they understand your problem
-You want them to prescribe something to make it better

Fun fact, your prospects feel the same way
- Make them feel heard
- Build up trust + credibility
- Be prescriptive on next steps

First ask: "Are you open to a recommendation?"

Then prescribe: "Given xyz, I'd recommend we set up a 2nd demo with you + Karen to get her unique perspective. Are you in alignment on that?"

Show up with a POV and guide them

779 143 15 **See full post**

Christina Brady
GTM Builder | Host of Taking The Lead | Sales, CS, Leadership Train...
9mo •

"Let me know" is where deals go to die.

LMK not only relies on the prospect, or customer to determine what to reply with and when, but also removes any urgency.

Instead of ending an email with "LMK", end your emails, or even meetings, with a clear cut take away, action item or next step.

Here's what it looks like:

❌ Let me know if the pricing and signature date work❌

✅ How much time do you and your team need to review the pricing and determine if the signature date is feasible?✅

One leaves the ball entirely in their court, and doesn't guide on what the prospect needs to do to continue the deal velocity.

The other is a non "yes or no" question, that gives them clear cut next steps and accountability.

230 55 3 See full post

But don't just lead — allow the buyers to have a say too.

Christina Brady

Look back at every email you've sent with "LMK", and practice how to remove it and replace it!

Enablement is driving deals forward

Collin Cadmus
5x Sales Leader / VP Sales / CRO / Consultant / Advisor / Coach / col...
2mo •

Old Sales = Persistence

New Sales = Assistance

1. Will they buy?
2. Will they buy now?
3. How can I help them buy?

To answer number 1: Identify if they have a problem you can solve.

To answer number 2: Identify if they can make the change now.

To answer number 3: Identify a mutually agreed buying plan.

Most sales friction occurs when sellers choose persistence over assistance.

The mindset is: how can I help?

149 19 3 See full post

Enablement replaces persistence with assistance in your sales process.

Collin Cadmus

There's definitely a level of persistence that remains true, but I think it used to be more the foundation of sales whereas today it's less productive and we're better off doubling down our attention helping those who take the bait, so to speak.

Enabling your buyers might be as easy as asking them directly.

Krysten Conner

It's super important to compare how prospects are thinking vs what we have forecasted. We need to ask.

Krysten Conner
pipeline anxiety I Terrible dancer I Always a Teacher ex Out...
8mo •

In 2018, I learned a single phrase that will speed up a deal. Here it is: "I want to match your urgency..."

This works for:
--> Alignment
--> Forecasting
--> Getting un-ghosted

When to ask:
--> Before scheduling your SMEs to speak with a prospect
--> Sounds like "Our SCs calendars are always packed. But I want to make sure you have what you need to make a decision. I want to match your urgency - when do you need to decide?"

--> Setting any/all follow up meetigs
--> Sounds like "It sounds like you'd like to bring more of your team to our next call. I want to match your urgency. To align with your internal timelines, when do you want to start using something like this? "

--> Before sending pricing
--> Sounds like "Happy to get you a price range. Our quoting teams are overloaded this time of year. To get a specific quote, we'd need to understand, if you're viewing this as something crucial to get in place by Q2? Or really more of a Q2/Q3 thing for next year? I want to be sure we match your urgency."

3,018 261 68 See full post

Flowla

Enablement is driving deals forward

Kevin “KD” Dorsey
SVP of Sales and Partnerships at Bench Accounting - SaaS Sales Co...
9mo •

Instead of asking the weak check in questions like “does that make sense” or “any questions”.

Your goal should be to “Make them hold it.”

If you can get someone to hold what you are selling... They are way less likely to give it back.

So how can we do this in Inside Sales?

It’s asking questions that get THEM to not only picture having your product, but also using it.

Getting them to picture using it, and having the answers come from them is KEY. Or even better, make the demo interactive!

Have THEM click on something.
Have THEM build something out with you.
Have THEM upload something live into the demo environment.
Put THEIR info into the demo.

It's almost a form of inception where it all starts to feel like their idea.

1,055 | 172 | 32 | See full post

Sometimes, allowing the buyers to “hold it” before they buy it can help too.

Kevin “KD” Dorsey

It taps into quite a few powerful cognitive biases like ‘ownership bias’, ‘confirmation bias’, and the ‘Ikea affect.’ Get them to mentally hold it, and they won’t want to give it back.

Above all, enabling your buyers means removing the pressure and allowing them to engage on their own terms.

🤟Charles Muhlbauer
Discovery content for AEs across the 🌎.
Visit my website
9mo • Edited •

AE: "So I guess, this may sound like a direct question, yet before we talk about next steps or even pricing, do you feel that we have the capability to actually help you solve XYZ issues so you accomplish ABC results? If not, we don't have to talk about next steps or pricing..."

Removing pressure from the buyer.

Giving them an out so they WANT to talk more if they are interested.

Do you need to talk pricing before asking if your offering is going to solve their problem?

Nope.

282 Like · 22 · 3 · See full post

Chris Walker
CEO @ Refine Labs | Demand, RevOps and Revenue R&D for High-G...
9mo •

B2B Buyers Don't Want:
-Chatbots
-Gated Content
-Cold Spam Sequenced Sales Emails & Phone Calls
-Hidden Pricing to Force You to Talk to Sales
-SDR "Qualification" Calls

B2B Buyers Want:
-To Get In Touch With You On Their Terms
-Learning from expert content where they hang out every day
-Experts from your company active in communities helping people be successful
-Transparent Published Pricing
-First call with an expert who can tell them if you can solve their business problem

It's really that simple. If your company is not obsessing about improving buyer experience, you are missing a major opportunity. Straight up.
The bar is SO low in B2B. You can really win here.

1,204 · 139 · 56 · See full post

Chris Orlob
CEO at pclub.io - #1 Online Courses and Skill Transformation Platfor...
5mo •

Last week, I 'negotiated' a few big asks coming from a prospect who had not yet signed a deal with us.

Here are three sales lessons from this:

1. Had I agreed to his first ask without further qualification, I would have gotten it done, thinking the deal was in the bag, only to find out I'm not even halfway there.

2. It's NOT your customer's job to create the right 'order of operations' in your mutual success plan. It's YOURS.

3. When customers have big 'ASKS' in the sales cycle, don't agree to them until you know what still has to happen AFTER you've completed it.

Otherwise, you're chasing your tail.

Try asking this:
"Let's assume we do all that -- what would still have to happen before you and your company will be ready to move forward?"

Get ALL the asks on the table first. THEN decide what you will (or won't) agree to.

3,019 206 58 See full post

At the same time, you should still be present throughout their journey.

(and preferably have a mutual action plan.)

Chris Orlob

Give some.
Get some.
Create a mutual plan.
Full steam ahead.

This requires a good **understanding of your buyer's journey** and where your assistance is really needed.

Belal Batrawy

As a seller, you must focus on impact first! Impact is emotional and how we activate the limbic brain. ROI is rational and how we activate the neocortex. Emotion first, rationalize second.

Belal Batrawy
learntosell.io - Cold calling doesn't have to suck. Join +5,500 seller...
10mo •

+10 years in #sales and 6 different trainings, and yet no one taught me to map my process to the buyer's journey of:

Unaware - Aware - Consideration - Evaluation - Decision

Unaware - don't sell to anyone in this stage. All you should be doing is informing them of the major changes confronting their peers in the industry and what the best companies do to tackle those changes

Aware - Still don't sell. Now you're attacking the status quo, letting them know that these industry changes are so big, doing things the old way will become dangerous.

Consideration - Yep, still don't sell. You've shown them the world is changing, now you need to understand what those changes mean to their business. It's all about impact.

Evaluation - Okay, okay, now you can sell. Deliver the new world view. Tell them the promise land is real and show them how your customers got there and how they can too.

Decision - We make emotional decisions first using the "old, limbic brain" and then rationalize using the "new, neocortex brain". This is where you justify their purchase with ROI and fancy spreadsheets.

643 66 21 See full post

It takes more than staying in touch to close a deal.

Digital sales rooms can help you align with your buyers throughout their journey.

Alex Alleyne

Founder & CEO at Fetched.ai | We deliver best in class GTM talent t...

Visit my website

6mo •

Be clear, be concise.

“Catching up” with customers doesn’t win deals.

Having a clearly defined agenda with targeted outcomes does.

1,785 84 82 See full post

Hannah Ajikawo

GTM Challenger - Building Buyer Journeys that Increase ACV | Linke...

Visit my website

11mo •

Digital Sales Rooms are now a compulsory part of every sales tech stack.

Tell me I'm wrong.

Happy to fight.

Consolidate all you want. Don't sacrifice on these tools that allow you to provide that necessary space for Buyer's to learn, interact and move through their buying process without you annoyingly "checking in".

Let's explore how we're all currently adopting these in the comments. For those who don't want to get prospected, just hit me up in the DMs.

70 31 See full post

However, enabling the buyers isn't enough to win bigger deals.

You should also enable your sales team.

Nick Lawrence

Elevating Sales Enablement one post at a time | SEC's "One To Watc...

8mo •

Effective enablement:

1. Seller is made aware of initiative and the specific behaviors that are required to achieve it, along with why it'd be personally beneficial to them.

2. Seller is provided all of the information, support resources and assistance, preferably in the flow of work to begin applying the new behaviors.

3. Seller is reminded of the initiative, desired behaviors, where the supporting info is, and examples of what good looks like through a series of communication cadences.

4. Seller's behaviors are reinforced through acknowledgment and sharing good examples between team members.

5. Seller is provided an opportunity to practice applying new knowledge via interactive courses where the seller is presented a realistic scenario, challenge, activity, and feedback.

6. Seller practices the most difficult and critical skills during live training, in which the practice and feedback components take up at least 80% of the training.

7. Seller receive coaching after direct managers observe the in-field application of the desired behaviors.

137 29 2 See full post

Flowla

Stephanie Middaugh
Enablement at Pinecone 🚀 | CEO at Phoenix GTM Consulting 🔥 | Co...
9mo • Edited •

🔥 Hot Take: If you're NOT investing in Enablement (👎), in some way, you're doing yourself, your teams, and your organization a HUGE disservice. ☠️

💔 It's no secret that Enablement as a function has been hit incredibly hard these past few months with the #techlayoffs. It's a seemingly easy line item to cut from a Revenue or Sales budget because we don't directly bring in revenue. 💸

🤔 But let's think about what's happening in the market, what companies are likely doing to navigate the market, and how Enablement can help your organization:

🛠️ New Product Releases
🌟 New Personas
🥊 New Messaging
📈 Increased Win Rates

❗Enablement can help you with all of this❗

👉 Investing in Enablement can do amazing things for your teams and your business; especially right now.

283 | 23 | 11 | See full post

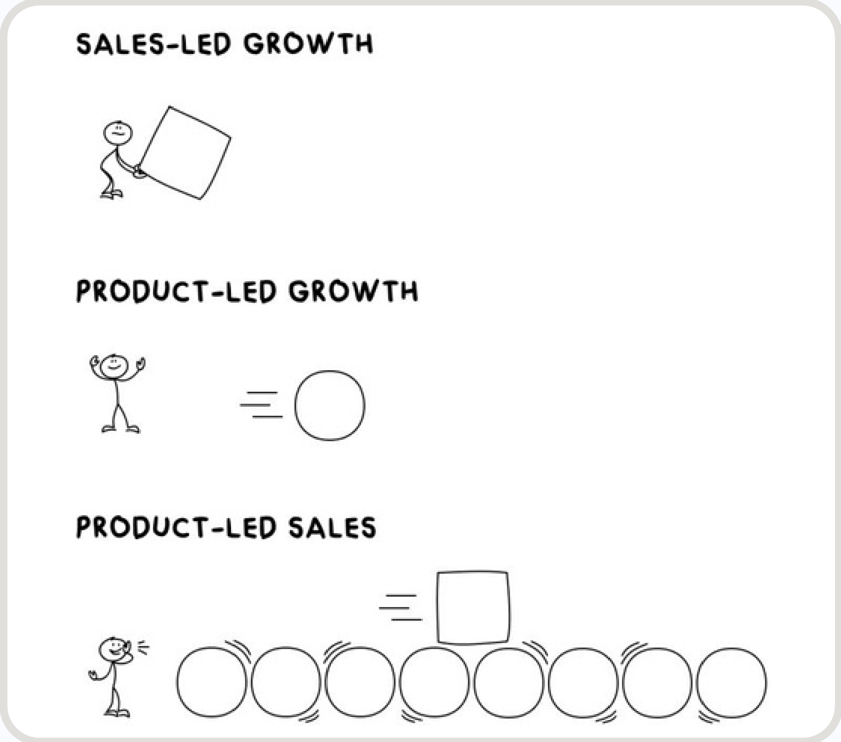
Especially since it helps solve the challenges sellers have recently faced.

Stephanie Middaugh

Whether it's a full-time headcount (or several headcounts) or even an outsourced contractor, seriously - investing in Enablement can do amazing things for your teams and your business; especially right now.

Enablement is driving deals forward

And even the product-led growth approach is aimed at enabling your sales team, not replacing it.



Yaakov Carno
The PLG Visuals Guy | New digital course 'The Product Led Onboard...
Visit my website
3mo •

Most companies misunderstand the goal of PLG.

PLG is about empowering your sales team, not replacing them.

Let's break it down:

Product-led growth = Building a product that can sell itself.

Product-led sales = Building a sales pipeline on top of a self-serve motion.

The goal is not to replace sales.

The goal is to leverage the product to allow sales to focus on high-value activities and convert leads more effectively.

611 58 34 See full post

Elena Verna
Growth, Dropbox
View my blog
11mo •

I bet you've seen this chart in an argument against PLG. Because, look, PLG Slack lost to SLG Teams. Don't be deceived.

1. Growth>Product for company success.
🔴 Great product <> successful company.
🟢 Great distribution or growth model = successful company. And a good enough product may be enough.

Every day companies with incredible products die because they don't have a distribution strategy. Every day shitty products thrive because of unfair distribution advantages. Microsoft won by bundling Teams for *free* into their existing Office contracts. If mega enterprise goes after your category this way, you will struggle regardless of your growth model - PLG or SLG.

2. PLG is not enough in B2B.
PLG wins with SMB and lower Mid-Market. It can provide a unique, cost-effective way to acquire higher Mid-Market and Enterprise, but you will need Sales to capture full monetization potential.
PLG on its own is *never* an answer. A successful B2B will play across all motions: product-led, marketing-led, and sales-led.

3,209 413 104 See full post

In B2B, PLG is not enough – you will still need sales to capture full potential.

Even if you're a well-known company, like Slack!

Elena Verna

Although Microsoft played unfairly and bundled teams into every office contract, pre-installing it on laptops, PLG is why Slack even got as big as they have. No other growth model could face off with Microsoft so well. So kudos to Slack.

4

Navigating complex B2B sales processes

Richard Smith
VP Sales - Sales Coach - Sales Author
8mo •

What most sales cycles look like:
Intro Call.
Demo.
Send follow up email.
Second Demo.
Attempt multi-thread.
Get no response & wait for prospect to return.
Catch up call.
Wait for internal buy in.
Refresher demo.
Build business case.
Wait for response from business case
Find out competitor being evaluated.
Send competitor differentiation content.
Wait for a response.
Convince yourself deal is dead.
Catch up with prospect.
Get told 'this is going to the board'.
Wait for board meeting.
Negotiate pricing.
Send INFOSEC documents.
Have call with CFO to negotiate pricing again.
Get on a call and battle with IT team.
Get on a call and battle with legal team.
Signed contract and feel underwhelmed.

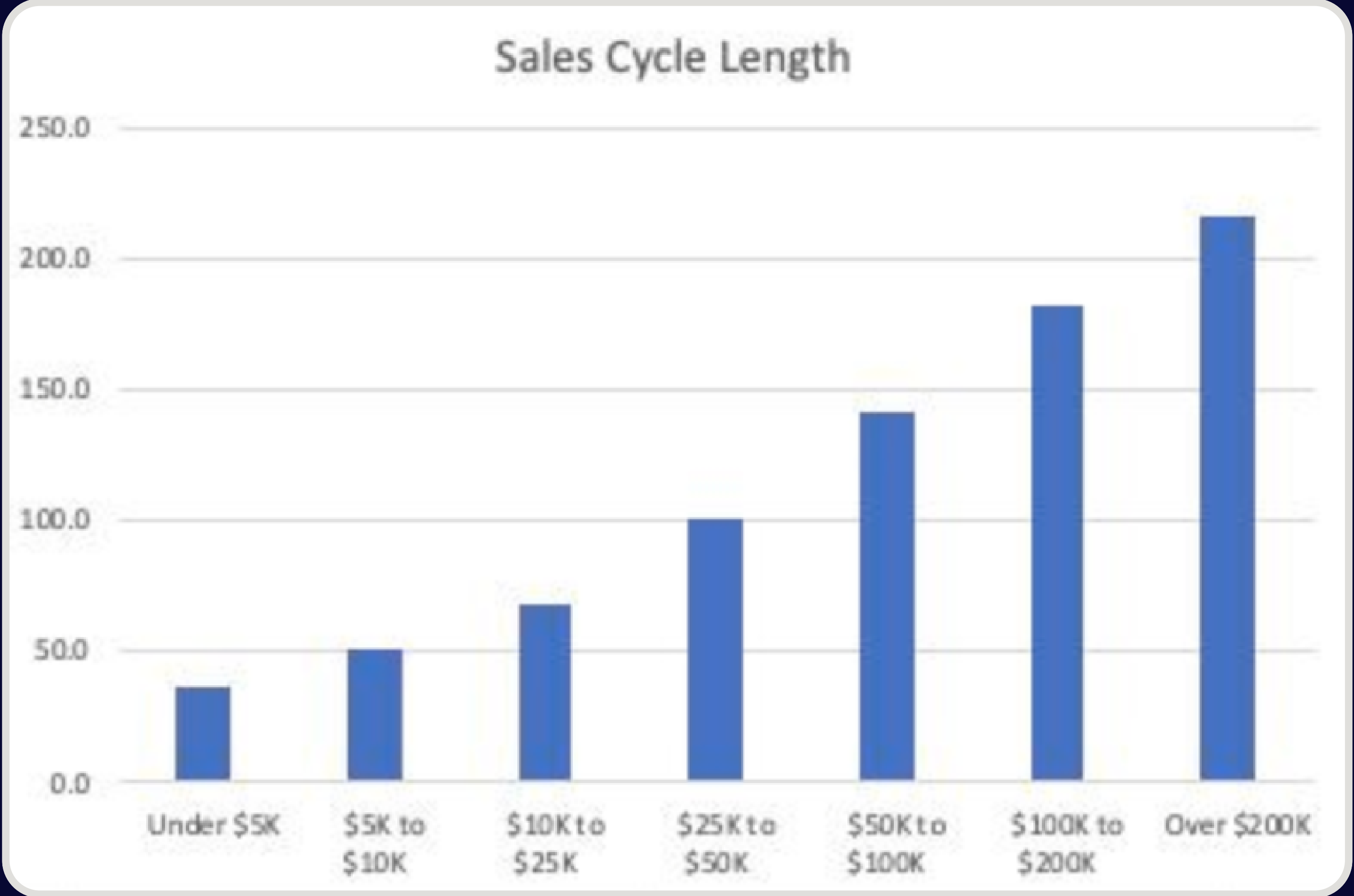
1,678 171 53 See full post

Despite the digitization of buyer journeys, sales processes have never been more complex.

Richard Smith

If your sales cycle looks like this, it doesn't make you a bad sales person. Sales is complex. Buying decisions are complex. People are complex. Keep on keeping on.

And the bigger the ticket — the longer it takes to close, especially in tech sales.



Florin Tatulea
Sales Leader | LinkedIn Top Voice 2023 | GTM Advisor | Focusing on...
Visit my website
6mo •

Interesting data on sales cycles incoming from the tech sector over the last 4 months.

And here's 3 reasons why you should care if you are in sales:

1. Humans are naturally wired for instant gratification. Going to enterprise where you have sales cycles of 210+ days means that you have to generally be okay with playing the long game and not seeing commission right away.

2. Understanding how sales cycles affect a company's bottomline. If your sales cycle time is climbing it's a problem because it's taking additional resources to close any single deal.

3. As sales cycles get longer pipeline integrity matters more and more. As sales cycles increase, momentum can be lost and a lot of reps leave deals in their pipeline for way longer than needed. Insane amounts of unproductive time gets spent here.

Be aware of it.

1,226 170 64 **See full post**

They don't just take more time, but involve multiple stakeholders as well as champions.

Armand Farrokh
Founder of 30 Minutes to President's Club | ex-VP Sales x Pave x Ca...
View my blog
8mo •

Do not stop prospecting if you book a meeting with an enterprise account.

Continue prospecting the account until:
🟢 You have a PROVEN CHAMPION that'll shop you around
🟢 You have threads LATERALLY into every department you sell to
🟢 You have threads VERTICALLY to power

In ENT selling, you might be prospecting 10+ people on an account.

The chances of your FIRST point of contact being BOTH...
✅ The right person to champion your deal
✅ A "yes"
Is highly unlikely.

So keep your irons in the fire.

560 | 43 | 16 | See full post

James Bissell
2x VP of Sales | Building The Leading Sales University For The Mode...
3mo •

So many salespeople focus on the decision maker and fail to find a champion!

Sellers are trained to find a decision maker because they have the power to approve/reject your offer.

Elite salespeople not only know how to find their champion but they know how to build their champion to sell when they are not in the room.
Don't just assume you have a champion either. Test them and qualify in or out.

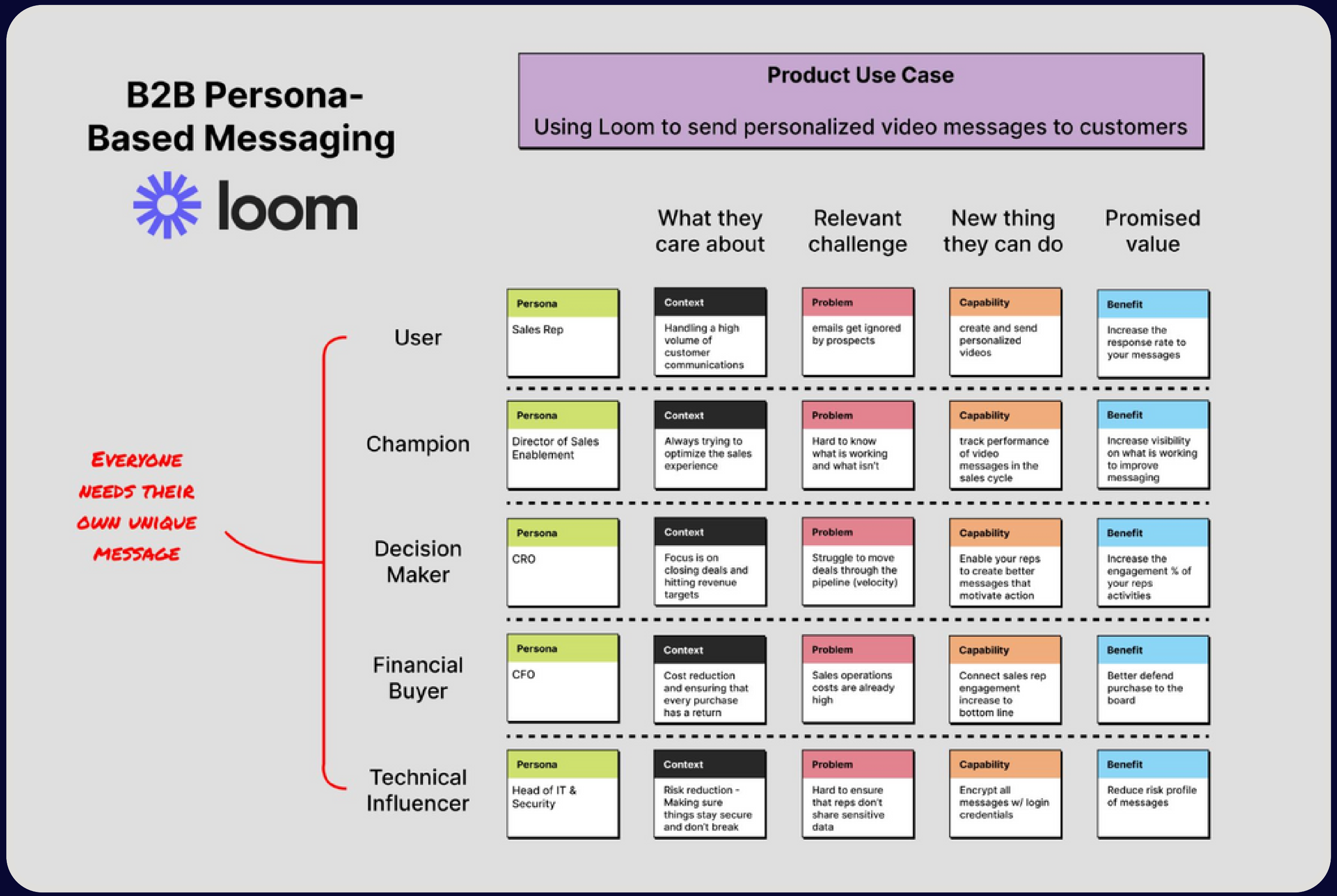
Your champion will….
🔥Work with you on defining metrics (M)
🔥Take you to the Economic Buyer (E)
🔥Help you navigate the decision process (D)
🔥Write up and stack rank the decision criteria (D)
🔥Clearly articulate pain and implications (I)
🔥Tell you if your competition has a champion (C)

Your champion is only backing 1 vendor and if it's not you it's someone else!

175 | 43 | 3 | See full post

With each persona caring about different things.

(even if they work at the same company.)



Robert Kaminski 🎯
Partner @ Fletch | Product Marketing for Early Stage B2B Startups
10mo •

How to craft a B2B message that resonates

💪 By using Personas

Different people care about different things… Even if they work at the same company.

🛑 A universal message will NOT be effective. Instead, translate your core message to the individual.

And take into account what they care about:
👤 Users → the day-to-day (the experience)
🏆 Champions → the challenge (solving the problem)
👑 Decision Makers → moving the needle (outcomes)
🤑 Financial Buyers → ROI (the metrics)
💻 Technical Influencers → Making it work (logistics)

The example shown below (image) is for how Loom might approach multi-persona messaging for a single use case and ICP Target.

Use case → Using personalized videos in a sales process
Target ICP → Companies with enterprise sales teams

1,412 114 76 See full post

Jacob Karp
Data Protection + Honesty-as-a-Service I Enterprise Sales at Rubrik
Visit my website
1mo •

I've never closed a deal that didn't include multi-threading.

So as we approach year end, here's a multi-threading tip for your in-flight sales cycles.

You should be socializing the conversations you're having with your prospects to other target personas in their org early and often.

Think of it as an information share and a courtesy to them.

Here's how it works:

1) conduct initial call or meeting
2) create summary follow-up email
3) take summary email and pass on to 3-5 additional target personas

Now of course, the only time this shouldn't be done this way is if your prospect tells you not to explicitly use the info with others internally. And if that's the case, you might have a bigger problem with your cycle that you need to dig into.

Otherwise, have at it. Multithreading for the win, literally.

216 36 3 **See full post**

As a result, multithreading is more important than ever.

Jacob Karp

Make no mistake, your buying committee is indeed a committee, especially in 2023. And statistics show that win rates improve when the right amount of strategic multi-threading takes place.

But don’t forget about building personal relationships and adding value along the way.

Brian LaManna

Army of champions > 1 champion.
Always be adding value 💡

Brian LaManna
AE @ Gong | 4x President's Club
Visit my website
6mo • Edited •

56% win rate - when I have 3+ people engaged.

Took me 4 years to learn, and I'll teach it in 2 minutes.

It's all about 'getting wide' and building up multiple champions: Use this framework after any call with multiple stakeholders.

I call it multi, single-threading 💫

Steps:

1. Record your initial web meeting

2. Following meeting, send follow-up to entire team on 1 thread.

3. Review call after and take notes on a person-by-person level.

4. Write down questions each person asked and comments they made.

5. The day after, follow up to each 1-on-1 and ADD VALUE. Make no asks. Be concise. If 5 people joined, yes, that's 5 follow ups.

2,573 245 22 **See full post**

Also, don’t offer discounts to speed up a deal.

Instead, build a clear action plan.

Kimberly Pencille Collins
VP, Strategy + Enablement @ #samsales Consulting + Startup Cham...
9mo •

Rep: The deal is forecasted for next month as it will take three weeks to finalize the paperwork.

Leader: Leaning in with some strategy, offer them a 50% discount if they sign this month.

Reps, protect your revenue, your reputation, and your relationship with the buyer. Yes, time kills deals, but don't discount to speed up deals. Just don't.

Leaders, if this is your strategy, we need to chat.

Discounts aren't a strategy, and offering one to pull a deal in sooner does nothing but make your rep work harder to find that 50% of revenue elsewhere. Let the deal come in as forecasted and set yourself up to win the year, not just the month.

612 107 6 **See full post**

Stuart Taylor
Sales Leader - Sales Coach - Sales Author
3mo •

The average sales cycle is 102 days.

Here's a simple tip to reduce yours.

Book next steps ASAP.

Sounds simple I know.

Most people will say things like 'how's your calendar looking next week?'

Instead, say this....

How's your calendar looking tomorrow or Thursday?

If you have 4 or 5 calls with a prospect you've just taken 4 or 5 weeks out of your sales cycle.

Simple but effective.

It also checks how keen your prospect is.

If they aren't willing to meet in the near future they likely aren't that interested.

60 24 4 **See full post**

Complex B2B sales require a tailored strategy and a long-game plan.

David Blinov
CEO at The F Company - B2B Marketing Agency for Long Sales Cycl...
Book an appointment
2w •

There's a HUGE difference between selling a €10 subscription to a freelancer vs a €100k project to a buying committee.

Working with enterprise B2B means:

- Slow processes
- Budget approvals
- Hundreds of touch points
- Long sales cycles (6 months avg)
- F2F sales still playing an important role
- Procurement and legal (gave me my first grey hairs👴)
- Large buying committees with influencers and budget holders
- Most of your audience is not ready to buy. Not now, and maybe not in a year.

Your marketing strategy, processes and team need to adapt to complex sales cycles. What you need is different from most other B2B companies.

Because complex B2B needs a complex approach.

303 Like | 75 | 6 | See full post

David Bentham
VP, Global Sales Development @ Cognism | Follow me for all things ...
3mo • Edited •

2 weeks ago we closed a 7-figure enterprise deal initially sourced and generated from SDR cold outreach. So how did we do it?

To start, here's what we didn't do:

❌We didn't randomly pick a prospect from a random account
❌We didn't cold call or email the prospect and used a generic pitch.
❌We didn't enroll the prospect into a cadence full of manual automated emails.
❌We didn't just book the meeting and move on to the next account.

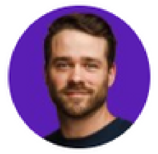
Here's what we did:

✅Understand our ICP
✅Determine qualification criteria
✅Adopt a bottom-up approach
✅Multi-thread

There was obviously a lot more that went on from getting the meeting to the deal finally closing.

But it confirms that the Enterprise playbook we currently have in place is helping us reach that next level of growth 🚀

465 | 61 | 8 | See full post



Troy Munson

Sr. Enterprise AE | 3x Side Hustle Founder (1 Acquired)

8mo • Edited •

Here's a summary of a 208k deal I closed last year:

1. Sent a linkedin message (a Loom video) to the end user of what's possible for him and showed how his life would be easier.
2. A week later I responded with "What did you think of the video?"
3. He was intrigued and asked to see the platform.
4. It took two calls with him before he introduced us to the manager, one was discovery/understanding his pain. The other was a demo of how it would be if he were using it tomorrow
5. It took another several weeks and 3 more calls with the manager and end user. Two of these were demos and getting into the weeds about their unique use case. Also, we highlighted the yellow flags.
6. We were introduced to the VP/Decision Maker and had 3 more calls with him and his leadership team. We built a business case as to why us vs. the competitor as well as us vs. doing nothing.
7. Flew out to South Carolina to enjoy lunch with the decision maker.
8. Continued to provide valuable emails to the team as they were internally building the case. This was key - they went quiet for a bit but one article I shared was extremely helpful for them. This included podcasts, new articles that they'd find valuable, etc..
9. We had a few more calls with their operations team and demand generation team to make sure all three teams were on the same page.
10. A couple of weeks later we got the go ahead and it took 5 business days to go through procurement.

422 48 3 **See full post**

But it also requires a lot of trust-building and value to be delivered.

Troy Munson

It takes a lot of steps. Tons of trust has to be built. Value needs to be delivered consistently. If your deal is stalling, ask what's preventing them from moving forward.

Many things can impact your sales cycle, including discovery.

Matthew Codd

There's a lot more to sales process, but these are the ones that I consistently see as needing improvement.
Most of them sit in the DISCOVERY phase.
And discovery is where most of sales is lost or won.

Matthew Codd
Former SaaS Revenue Leader turned Headhunter | Co-Founder at C...
Visit my website
3mo •

If your deal cycles are getting longer, make sure you're doing these basics 👇

According to Vendr, the average sales cycle has increased from 3-6 months pre-pandemic to 6-9 months now.

There are some macro factors that impact this, but I think some companies are just missing the mark when it comes to sales process.

Here are 7 things you should be doing that will impact your sales cycle:

⭐ Make sure you are providing a solution that delivers genuine value with your customer and set realistic expectations
❓ Good qualification
📈 Be clear on the sign off process and ROI in discovery calls
🧠 Draw on previous sales process to co-ordinate sign off process - especially in heavily regulated industries
🏆 Train an internal champion to coordinate with key stakeholders when you aren't there
✍️ Simplify contracts and pricing to make it easy for everyone in the deal process to understand
💰 Identify the economic decision maker early

28 13 1 **See full post**

Megan Bowen
COO @ Refine Labs | We help you create demand to drive more pipe...
7mo •

The buyer experience can be the difference between winning or losing deals

B2B buyers today want relevance, simplicity, information and control

Designing the right experience should be given the same focus as designing the actual product / service you are offering

Here are 6 steps to creating an excellent buying experience:

1. Prioritize deeply understanding your buyers by actually talking to them to really understand their context - this may be the hardest step that many skip over
2. Drive awareness and consideration by creating and distributing relevant content in places they already spend time - this is demand gen done right
3. Be transparent with pricing, what you offer and how you work for people to qualify themselves in or out - buyers should be over half way to a decision before they even talk to sales
4. Make it really easy to engage with sales and optimize for speed on any requests for a sales call - this is an easy way to stand out, reply within minutes not hours or days
5. Build an emotional bond with your buyer through every marketing and sales interaction - people buy with emotion even in B2B
6. Evaluate and improve the buyer experience based on feedback - continuous improvement here is required to stay competitive

109 27 2 **See full post**

But its the buyer experience in general that will define the outcomes.

Megan Bowen

Optimizing the buyer experience is a meaningful lever for customer success and revenue growth - those who recognize this and prioritize it will gain a huge advantage.

That is why offering **personal guidance** or a more **tailored experience** is a good idea.

Patrick Trümpi

And all this in 3 hours. Usually, that takes months.
Prospects love it.
Salespeople love it.
Customer Success loves it.

Patrick Trümpi
CSO at Unique
8mo •

We recently went 100% Enterprise

Selling to financial institutions with more than 500 employees and 50 advisors, consultants and other agents

With that change, we implemented a step in the sales process that is a real game-changer:

The value workshop

The workshop is structured in the following way:

1️⃣ Introduction participants
2️⃣ Why, How, and What of the solution you discussed
3️⃣ Participants write down all use cases that come to mind
4️⃣ Participants prioritize the use cases and select the top 3
5️⃣ Define the impact of solving the top 3
6️⃣ Feedback session & next steps

The result?
✅ All the information to make an offer
✅ Fans for the rollout
✅ Defined ROI

2,367 349 35 See full post

Some might even say that the old B2B sales is dead.

It now takes more multi-threading, more boulder moving, and more champion building.

Yoav Vilner
CEO at Walnut.io // #1 Top Startup 2022 by LinkedIn
Visit my website
4mo • Edited •

Sorry, all.

B2B sales is now dead. 😢

Walnut's CEO: Stick a Fork In It. B2B Sales is Done

869 81 10
See full post

Sarah Brazier☘️
Fauxtired | Sales Advice Giver | Peddler of Wares
11mo •

Deals are taking longer to close,
executives are involved more in the buying process,
and buyers are spending more time discussing price.

So shares the latest Gong labs analyzing 150+ sales organizations.

Equally distressing for sales people is the decrease in conversations companies are even willing to have with us.

(--> insert enthusiastic PLG evangelizers <--)

So, what does this mean for us? (Us being sales people.)

More multi-threading, more boulder moving, and more champion building.

273 15 1
See full post

And it takes even more effort when getting started from scratch.

Amy Volas

There's a gap between expectations and reality when building a business around a 'growth at all costs' mindset. You think you're building an efficient and seamless sales process, but you're actually doing the opposite leaving your buyers with a lackluster experience.

Instead, think about how you like to purchase things – do you like to be handed off? A buyer wants to know how you can help them while feeling heard, valued, and understood. Not getting funneled through a forced process.

Amy Volas
Avenue Talent Partners CEO · Helping Startups Hire Executive Sales ...
3mo ·

Founders, before you embark on this journey, take a hard look at your runway and run rate and ask the following questions:
📍 Do you know your niche?.. The riches are in the niches 💰
📍 Have you validated your ICP (one large customer is not validation)?
📍 Are you prepared to go to market?
📍 Do you have the infrastructure to customize and integrate?
📍 Are you prepared to delight your customers to hang on to them?

Only seek to scale up once you know what you have is repeatable. Trying to grow too quickly will only lead to mistakes in this market.

These are the 9 steps that never failed me as I was building this segment from scratch:
1. Calculate the opportunity within your niche, not just TAM
2. Know your Ideal Customer Profile like the back of your hand (ICP)
3. Prioritize accounts that are the best fit
4. Research your prospects like you're in the FBI
5. Map out the business and multi-thread up, down, and across the company
6. Focus on discovery... always
7. Be relentless to deliver on your promise
8. Land and expand
9. Communicate early and often... even when you step in a pile of 💩

Validate first, nail, grow, and theeeeeeennnnnn scale.
This is the formula for success. And it's not for the faint of heart.

353 69 9 See full post

The growing role of Customer Success

There has been a paradigm shift in how businesses see the function of Customer Success.

Jeff Heckler

For a holistic approach, it's time companies moved away from confining “Customer Success” to a single department and started viewing it as an organizational ethos. Only then can businesses truly say they are structured for Success — both for their customers and themselves.

JEFF HECKLER
6x Award Winner | Top 25 CS Influencer (SH) | Top 50 CS Strategist ...
Visit my website
1mo • Edited •

The mission of CS was always clear: Ensure customers derive value from products or services, leading to their success and, in turn, the company's success.

However, often the CS department became the "catch-all" for every client-related issue, often without the authority or resources to effect transformative change.

This misalignment leads to frustrated teams, who feel the pressure of delivering results but lack the juice to drive the necessary changes across different business units (and burnout).

To genuinely champion CS, organizations need a paradigm shift.

It's imperative to understand that CS isn't just a department – it’s a philosophy that should permeate (and be owned by) EVERY business unit.

From product to marketing, from sales to after-sales support, every vertical should internalize the principles of customer success.

While CS plays a pivotal role, the responsibility of delivering genuine customer success (and goals, and value, and outcomes) rests with the ENTIRE organization.

277 61 10 See full post

Lincoln Murphy
I help PLG SaaS, RevOps, and GTM teams engage and grow custom...
7mo •

Customer Success (CS) has long been divided between those who see it as a growth mechanism driving revenue and those who view it as an altruistic pursuit focused on delighting customers.

The current economic environment has forced Executives and Boards to scrutinize costs. When they see a CS organization operating as a cost center, they either look to reduce those costs or attempt to transform it into a profit center.

But transforming Customer Success Managers (CSMs) into Sales Development Reps (SDRs) is a limiting and flawed strategy.

CSMs focused on meeting "lead" quotas will be distracted from addressing the needs of their customers (actually hurting growth) and will stop "uncovering" leads as soon as they hit that quota.

That better way to make your CS org a significant contributor to revenue growth is understanding the expansion opportunities for customers at various progress milestones along their journey and guiding them through those milestones.

389 25 16 See full post

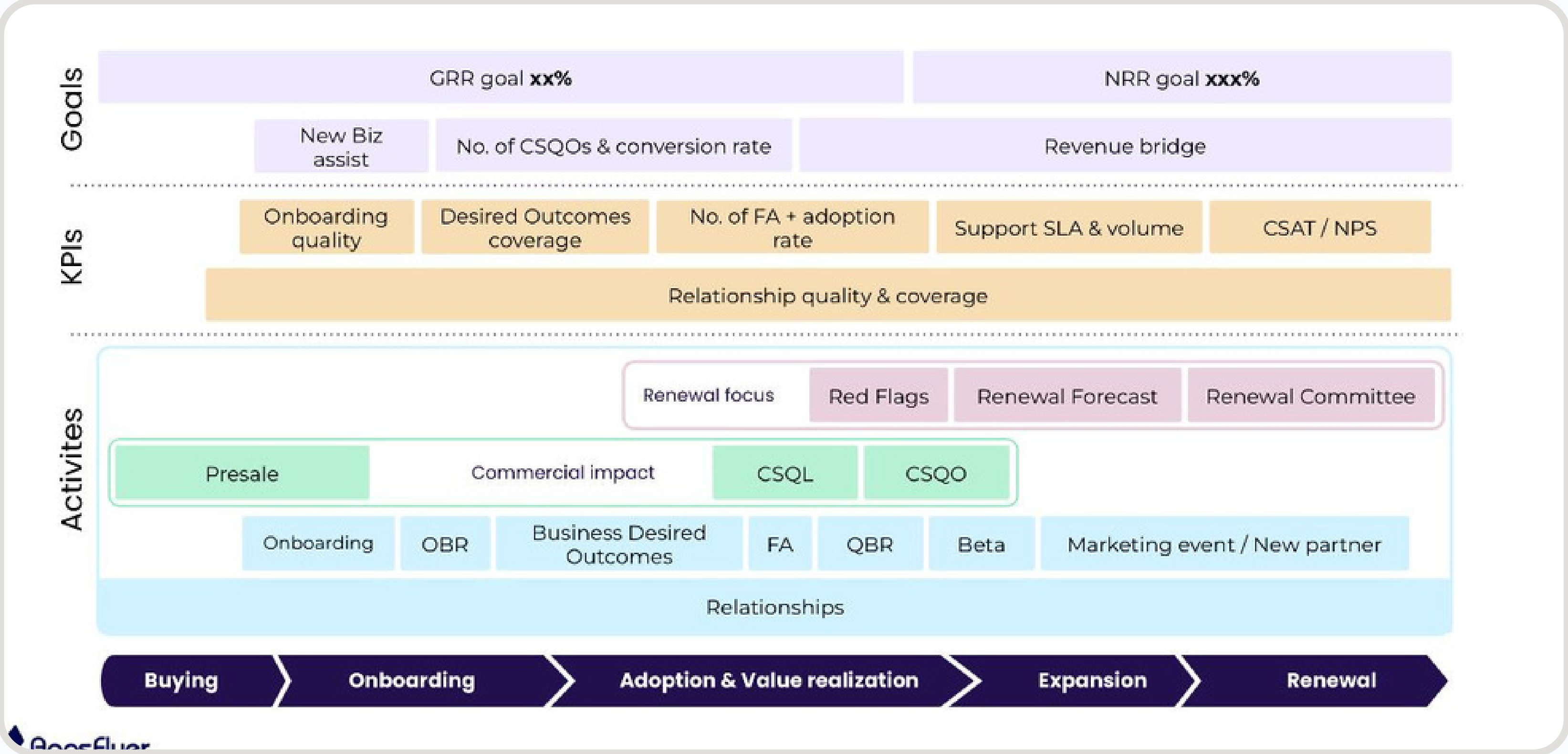
It is sometimes seen as an afterthought and in others as a revenue growth mechanism.

But instead of turning into salespeople, they should focus on growth in account value.

Lincoln Murphy

This better way doesn't rely on turning CSMs into salespeople or SDRs, but lays the foundation for exponential growth in account value (and all the KPI goodness that comes from that).

Proper onboarding helps customers see the value they subscribed for, thus reducing churn.



Ziv Peled

4x Top 25 Customer Success Influencer 2020 - 2023 | Chief Custo...

3mo •

To prevent churn we need to: Establish trust, deliver the basic value the customer subscribed for -> AKA onboarding completion.

Understand the customer's business desired outcomes and build a joint plan to achieve it.

Build significant relationships with the customer - in enterprise we found the optimal No. of relationships to be between 7 to 10 and they have to be either champions, decision makers and whenever feasible, the CSM should also foster or facilitate a relationship with an executive.

So to summarize, build trust -> deliver basic value -> understand the larger objective, build a joint plan to achieve it -> build significant relationships. Do all that in the first 3-6 months and the churn risk will be under 5% and in most cases non voluntary.

Here's our customer journey, incorporating all these foundational elements.

271 45 4 See full post

Kyle Poyar
Operating Partner @ OpenView | Growth Unhinged 🚀
View my blog
10mo •

Let's stop calling churn a Customer Success problem 🙅‍♂️

It's a BUSINESS problem. And it might be the reason why you miss your 2023 plan.

Here are eight things that CAN really move the needle on churn:

✏️ Selling to the right customer.
✏️ Not getting too greedy on the initial deal.
✏️ Moving from monthly to annual (or multi-year) plans.
✏️ Marketing to existing customers.
✏️ Nailing customer onboarding.
✏️ Integrations, integrations, integrations.
✏️ Broadening the use cases for your product.
✏️ Measuring product health indicators.

1,625 128 72 See full post

However, churn is not a CS problem, it's a business problem.

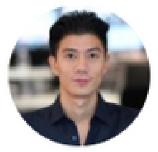
Kyle Poyar

Sure, CS teams are on the front lines of preventing churn. But CS can only do so much and they're busy creating value in a number of other ways: ensuring satisfaction and referrals, collecting customer insight, catalyzing expansion opportunities, and freeing up AEs to focus on new business.

That is why senior leadership should be involved in the CS and proactively seek feedback.

Edward Chiu

Gathering data from your best and worst customers is what every CEO needs to be doing right now. I mean, the customers that you want to upsell to, that have potential to turn into your next marquee logo. These conversations can change the trajectory of your business.



Edward Chiu
CEO, Catalyst | the #1 Customer Growth Platform | Helping teams ge...
8mo •

Last year I went undercover as a Customer Success Manager for two weeks.

Here are the 3 major lessons I learned (and why every CEO from SMB's to $100B tech unicorns should steal this playbook):

1. CS needed to be more prescriptive
When you buy software, you are also buying expertise. No matter how intuitive the software, customers still need best practices, guidance, and direction on how to use it.

2. CSM's have to be constantly selling.
There were several features the Customer Leader was unaware of. That's why CSMs have to know how to sell, especially when a new stakeholder comes onboard.

3. Customers love the opportunity to give senior leaders brutal feedback
These conversations can change the trajectory of your business.

2,654 206 70 See full post

Jake Dunlap

Help PE and VC backed companies scale revenue processes and op...

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11mo •

The 13 must-haves to truly implement account retention and growth engine.
1. Eliminate and immediately ban any meeting set up to “touch base” “catch up” or “check in” with customers. Every meeting should add value.
2. Everyone needs to know what that customer’s business goals are and manage the account to that.
3. Reactive problem-solving is a sign of poor account management.
4. Adjust KPIs for new business sales teams to have a portion of comp ties to year one growth or churn.
5. Retrain your CS team to have serious business conversations with clients.
6. Align everyone in the organization to one revenue org goal: create power users.
7. Double comp AMs or Sales along with the CS team on renewals and expansion.
8. Start hiring more “sales DNA” people into account expansion roles.
9. Start scaling your “account penetration SDR” team.
10. Build in a people-heavier process first and phase out as the product gets stickier.
11. Marketing needs to spend more time building persona-specific industry trends content to help reps level up relationships
12. Tier your accounts and build proactive account touchpoints throughout the year based on spend and propensity to spend.
13. Master the 120-day renewal process.

997 115 42 See full post

This is the first step to turning your CS into an account retention/growth engine.

Jake Dunlap

Just pick 5 of these to implement in Q1 and the results will be epic 💯

Yet, to be effective, CS requires a combined effort from your team and the client.

(and has to be valuable to both of them too.)

Kristi Faltorusso

4x Top 25 Customer Success Influencer 2020 - 2023 | CCO at Clien...

Visit my website

6mo •

Yesterday in a room of founders, CEOs, and other C-suite executives I asked this question, "How many of you regularly attend QBRs with your vendors?"

Guess how many hands went up? You guessed it ... 0. Literally not one.
So here it goes, why would we ask our customers to do things we won't even do.

QBRs/EBRs are a mechanism to achieve an objective - highlighting the value delivered for a customer, alignment and planning.

Guess what, there are other way to accomplish those things.

1) Ask your customer HOW THEY would like to accomplish these objectives.
2) Provide your customers with a recommendation, maybe every 4-6 months, but let them have a say.
3) Get aligned on goals with your customer day 1; track them and align on them often.
4) Talk to your customers about solutions not products.
5) Empower your teams. Let them work with the customer to determine what's right.

492 | 45 | 16 | See full post

Jay Nathan
EVP & CCO at Higher Logic, customersuccess.io
Visit my website
4mo •

Here's how to not to introduce CSMs to customers:
- white-glove support
- an "escalation point"
- implementation
- "one-stop shop"
- support

A better approach:
- an advisor
- a consultant
- product expert
- industry expert
- an expansion specialist
- your relationship manager

Our CSMs are here to facilitate meaningful interactions with customers. To help them move toward specific usage, value, and expansion milestones.

They will meet with you several times per year, connect you to our resources, monitor your goals, usage and outcomes, and consult on how to improve your ROI.

How you define the role makes a difference.

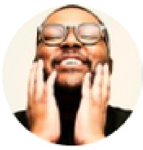
1,299 69 69 See full post

This is why it's important to educate your customers on the role of CS...

Jay Nathan

The CSM role must be clearly defined and differentiated from other customer-facing roles. A consultant. A coach. Not support. If it's just another support role then just expand support.

...outline responsibilities to set expectations, and make sure to differentiate between success and support.



Jean-Pierre Frost
2023 Top 100 Customer Success Strategist ✦ Chief Storytelling Offi...
10mo • Edited •

So many people still don't know what Customer Success is or what CSMs are responsible for.

Education is key.

1) Educate the customer on what you do in a 2-way fashion: Basically, set expectations for what you do as a CSM AND provide a forum for the customer to share their *personal* professional pain points.

2) Educate the customer on their responsibility: Customers have to buy-in in some capacity but they may not know what is expected from them, so be transparent about the entire journey.

3) Educate them on the value your solution provides: Sales helps the customer understand the value potential, CS helps the customer *realize value*. It's a team effort of course!

50 · 13 · 1 · See full post

Kristen Hayer
Award-winning, GTM executive. I help investors and CEOs drive reve...
10mo •

Customer Support is NOT Customer Success.

You need both.

If you try to make the same people on your team deliver both support and success, your customers will lose, and your business will suffer.

▶ Support = Reactive (delivering fast and accurate advice)
▶ Success = Proactive (delivering long-term strategic value)

Humans aren't built to be both reactive and proactive at the same time.

135 · 12 · 11 · See full post

6

The evolution of sales roles in 2023

Faced with multiple challenges, sales teams had to rethink their responsibilities.

David Weiss

Hunting is never below you, it is never the sole job of someone else. It is the lifeblood of your business that you, the seller, are running. A shift in this mindset is the best thing that could happen to a seller.

David Weiss
CRO | Founder DealDoc | Deal Coach | Helping Startups Scale | Build...
5mo •

The SDR/ADR/BDR/XDR Role has fundamentally broken sales

It should have never been about separating the function (Hunting & Closing)

This has created a generation of sellers who think hunting is "below them"

In its purest form, adding an SDR should supercharge the work of an account executive to the point they can't handle more, which drives the hiring of the next account executive.

Instead, separating the functions has caused this weird dynamic where the person who needs to own their pipeline feels it is someone else's responsibility.

I've rarely - if ever - seen a seller be in the top 5% that didn't do their own hunting.

Top sellers choose to take responsibility for 100% of their own pipeline, and everything from every other source is just layered onto that.

This is, in my opinion, one of the top reasons why 75% of sales teams miss quota, and why so much of our industry has been disrupted.

79 37 2 See full post

Eddie Reynolds
Strategic RevOps Consulting for B2B SaaS Startups
Visit my website
11mo • Edited •

The SDR model is broken. How about a better approach?

Allbound SDRs
- Start with low intent leads
- Learn product & use cases
- Before speaking to inbound
- “Hand raisers” go to the AEs
- All remaining is one lead bucket
- Leads then ranked by all avail data
- Ranked by ICP and Buyer Personas
- Ranked by the Marketing Lead Score
- Ranked by the measured intent to buy
- Filtered for the correct contact information
- Activity targets low enough to research leads

In other words, why don’t we:
- Use all of our available data
- To call the best prospects first
- And provide SDRs time and tools
- To make the best calls and emails
- To convert the highest percentage
- Of the highest converting prospects

434 80 5 **See full post**

This consolidation of sales roles led to the introduction of allbound SDRs.

The future SDR teams will be a lot different.

Scott Martinis
Founder @ B2B Catalyst | Driving B2B Pipeline with Outbound Acco...
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The outbound team of the future:
1-2 outbound growth marketers who build lists and custom AI email campaigns against those lists
1-2 extremely skilled cold caller making 300+ calls an hour each
1-4 community development reps focusing on Linkedin, Whatsapp, Slack, Twitter communities, content posting, and starting conversations with prospects.

Some companies will run the old SDR play for a while, but SDR agencies will start to verticalize and add sales support and offer creation functions (Matthew Lakajev 🚀 is an early adopter here), which will make them nearly impossible to replicate for a small business.

And the main stream? I think Salesforce and Hubspot become essentially database and integration platforms, and SEPs might become the new Salesforce/Hubspot where reps spend most of their time. Or they get phased out, and SEPs have to adapt quickly.

I haven't even mentioned buyers AI filtering inboxes or calls. But that will come too.

3,156 907 128 See full post

Yet, there's an argument when it comes to the role of full-cycle AE.

Tito🚀 Bohrt - Sales Mad Scientist
Obsessed w/ Outbound Sales | Data driven GTM advice
Visit my website
7mo •

Are full cycle AEs the key to success?

Fundamentally, at different stages of the buyers journey, the same question has different answers. For example: "what's the price" is answered very differently on a cold call vs. on a discovery call vs. on a negotiation call.

Let's not get this twisted, full cycle AEs is a step back, not a step forward.

It's like saying every chef needs to grow their own food and be a farmer… like at some point learning too many different skills will hurt you rather than help you

Obviously, people who build their own furniture place a higher value on it vs those who buy it (Google "the IKEA effect" by Dan Ariely), but still this isn't going to work when companies are growing again. It's simply a defensive move when cutting headcount.

269 907 128 See full post

Tom Glason
SaaS GTM Leader | CEO of Scalewise | Founder of Pavilion, UK | Fou...
2mo •

If you have SDRs & AEs doing this, you'll be losing a LOT of deals you could be winning…

1 Train your SDRs to have a business conversation, not a qualification interrogation. It's fine to qualify me, but do it subtly by asking questions about my business with genuine curiosity. Also, find a way to add some value in some way.

2 Sell the next meeting. Increase my chances of showing up for the AE by selling the next step. What's the benefit to me of attending? Get me excited about the meeting in some way.

3 Ensure a quality handover to the AE. I shouldn't be asked the same questions twice. What a waste of everyone's time. AEs should summarise the notes from the SDR and confirm everything is accurate. Then probe further.

4 Ensure AEs align with the prospect on the agenda. At the top of the call, tell me how we're going to use the next 30 mins, focussing on what value I will get by the end of the meeting.

5 Consider sending inbound prospects straight to an AE. I know, I know, we don't want to waste an AEs time on unqualified opps, but these are the hottest leads in your business! If inbound, they're likely talking to your competitors too so let's move fast to get them to someone who can add value, quickly, and skip the SDR step.

1,326 219 29 See full post

Instead of introducing a full-cycle role, aim to align your SDRs and AEs.

Tom Glason

We often talk about the cost of sales & marketing misalignment. But what about the cost of SDR & AE misalignment?

Leading a successful sales team

Kyle Asay
VP at MongoDB | SalesIntroverts.com | Sellers promote faster with ...
Visit my store
9mo •

Seeing two very concerning trends:

1) Companies exceed revenue targets while most of their sellers badly miss

It blows my mind that companies can say one day: "Sales performance is terrible, and we are putting most AEs on PIPs."

And a few days later, announce: “We are pleased that our revenue exceeded expectations."

How this reads to me: "our company can have success at the executive level while most employees fail and earn less than OTE."

2) Companies decreasing overall target while keeping AE quotas the same

This reads to me: "macroeconomic factors have made it impossible to achieve the targets we originally set. However, we still expect our sellers to figure it out."

I'm grateful to work for a company where targets are set in a way that ensures company success and individual success are aligned.

800 61 10 See full post

There seems to be the dissonance between company success and individual seller struggles.

Kyle Asay

If you aren't so lucky, look for a role where sales is critical to the company's success rather than replaceable cogs in a wheel.

Companies should be realistic with their goals.

It's already hard out there for salespeople.

Jeff Rosset

CEO @ Sales Assembly I Helping B2B tech companies drive sustain...

11mo •

Lol @ companies in 2023 who raise the sales goal and OTE for individual reps, while simultaneously lowering the overall sales forecast for the company due to concerning outlook.

"Doing more with less" doesn't mean reducing sales headcount, scaling back sales and marketing budgets, lowering forecasts, and then making up for it all by imagining your reps will suddenly just sell a hell of alot more.

Seems silly? Crazy? Absurd? I know. But it's happening

Don't be that company. Live in reality.

50 16 4 See full post

Tom Alaimo

Positively Impacting Salespeople Everyday

Visit my website

9mo •

It's HARD out there for SDRs and AEs right now.

This is the hardest it's been to build consistent pipeline in my 8+ years of sales.

Budgets are frozen.
Buyers aren't interested.
The impending doom of a potential layoff is always on the back of your mind.

The kicker?
Your manager probably isn't doing sh*t to help you.

Okay, so there's the problem. What are our solutions?
1) You could keep winging it and see if the pipeline fairies do their work and help you out (I wouldn't bet on it).
2) You can ask your manager for more coaching (If they aren't a top 1% manager, good luck - see above).
3) You can make a change.

238 34 4 See full post

So leaders should protect and enable their talent.

Jason Bay
Turn strangers into paying customers | Outbound & Sales Coach, Tr...
Visit my website
11mo • Edited •

45% of reps have pursued new job opps. in the last 6 months (source: Gong 2022 reality of sales talent report)

Sales leaders, here's how to protect your talent:

✅ Don't f*ck with their money
✅ 1on1 interaction
✅ Public shout outs
✅ Reduce unnecessary meetings
✅ Don't ask reps to work more hours

The whole "we need everyone to work an extra 1-2 hours per day because of the economy" is absolute BS.

Sales is not and never was a game of hours. It's a game of outcomes. Instead of asking reps to work more hours, remove obstacles that get in the way of selling (like all the internal meetings, filling out ridiculous forecasting spreadsheets, etc.)

1,652 110 43 See full post

Mattia Schaper
Co-Founder @ SDRs of Germany | between London and Berlin ✨
Book an appointment
11mo •

We need to talk 😩

I've been getting an influx of direct messages from SDRs, that are worried – worried about their future. Many are being laid off or put on Performance Improvement Plans with unattainable targets (basically forcing them out of the company).

I understand the current economic climate is tough and that money is tight. But being horrible to your sales people is the worst thing you can do right now. Because we talk – and when times are better again, no one will want to come and work for you.

Instead, enable your sellers: give them the tools, training, and enablement to get through this time. Trust them – and trust me, when I say, we sales people can do unbelievable things if we believe in our product and our employer: we will help you get through this.

But for that, we need to work together ✨

884 82 14 See full post

This starts with proper **onboarding**.

Mor Assouline

Ramping up your salespeople fast to hit quota will come from having them understand your prospect's world.

Mor Assouline
Founder @ FDTC → I help startups go from $100K-$15M by improvi...
Visit my website
4mo •

Horrendous onboarding done by VPs of sales:

→ this is our company
→ this is our product
→ this is your quota
→ sit with the top AE and listen to their demos

Great onboarding done by VPs of sales:

→ this is our buyer persona
→ here are their problems
→ here's how we fix it
→ here is your sales coach

2,114 118 34 See full post

Jerry Pharr

I help revenue teams deliver sales excellence at scale. And I drink c...

1mo • Edited •

Hey sales leaders: What's your average ramp time? What % of reps successfully ramp in that timeframe? I'll bet you're squeamish when you answer those questions.

Here's an approach that would give you a lot more confidence in your answers.

STEP 1: Create a list of representative metrics and benchmarks. The metrics must be EMPIRICAL (with a way to look at a # on a report). And they must have a BENCHMARK for what good is.

STEP 2: For each rep, measure the % of the metrics he/she is at or above the benchmark. Let's say you come up with a list of 15 metrics. You've gotta be able to see empirical evidence that Javier is at or above benchmark on 71% of them and Caroline is at or above benchmark on 89% of them.

STEP 3: Decide the minimum threshold to be considered "On Ramp". One of the benefits of this approach is that there's no single metric that will kill the rep's ability to be successfully ramped.

STEP 4: Create reports/dashboard that are checked regularly. Use your source of truth for metrics to visualize the data. It will allow you so see trendlines, filter by rep, etc.

171 62 9 See full post

For that, you need a solid ramp-up strategy.

Category	Metric	Metric Type: Milestone	Metric Type: Quantity	Metric Type: Quality	Benchmark	Actuals To Date	At Benchmark?
Learning	% completion of onboarding curriculum	☐	☑	☐	100%	100%	Yes
	Value messaging certification score	☐	☐	☑	90%	95%	Yes
	Buyer acumen certification score	☐	☐	☑	90%	85%	No
	# Initial Meeting call recordings evaluated	☐	☑	☐	10	11	Yes
Portfolio & Account Planning	# target accounts tagged in CRM	☐	☑	☐	5	6	Yes
	Avg % completion of strategic account plans	☐	☑	☐	90%	90%	Yes
	% of account plans with updates in last 60 days	☐	☑	☐	90%	90%	Yes
	Avg # new contacts added to target accounts per month	☐	☐	☐	40	55	Yes
Pipeline Generation	Avg prospects added to sequence per week	☐	☑	☐	40	35	No
	% accounts contacted in last 60 days	☐	☑	☐	25%	25%	Yes
	Avg # contacts invited to field events per month	☐	☑	☐	100	127	Yes
	Avg sequence response rate	☐	☐	☑	8%	9%	Yes
	% answered calls with meaningful convos	☐	☐	☑	35%	27%	No
	Time to first meaningful conversation (in days)	☑	☐	☐	40	27	Yes
	Overall engagement-to-meeting rate	☐	☐	☑	25%	18%	No
	% meaningful convos resulting in meetings	☐	☐	☑	35%	42%	Yes
	New logo pipeline generation last quarter	☐	☑	☐	$600,000	$950,000	Yes
Opportunity Management	Time to first Initial Meeting	☑	☐	☐	35	39	No
	Time to first self-sourced oppty (in days)	☑	☐	☐	55	47	Yes
	SQL Acceptance Rate	☐	☐	☑	75%	82%	Yes
	Time to first POC (in days)	☑	☐	☐	75	68	Yes
	Avg Contact Roles per opportunity	☐	☑	☐	3	3.2	Yes
	Pipeline multiplier (pipe value vs quota)	☐	☑	☐	3.5	4.3	Yes
Closed	Time to first closed/won opportunity	☑	☐	☐	110	95	Yes
	Win rate	☐	☐	☑	26%	24%	No
	ACV of all closed opps (won+lost)	☐	☐	☑	$95,000	$131,000	Yes
	Avg discount rate	☐	☐	☑	25%	19.5%	Yes

# Metrics	27
# Metrics At Benchmark	21
% Metrics At Benchmark	77.8%
Minimum Threshold to be On Ramp	75.0%
On Ramp?	YES

Make sure to offer a bit more hand-holding moving forward,

Christian Krause

The point of 1:1s is to develop talent.
Not to talk about day to day business.

Christian Krause
Systems For Sales Success | I help SaaS sales professionals over-ac...
Visit my website
7mo • Edited •

Most sales managers waste their 1:1s.

They focus on things like

- Current activity metrics
- How key deals are going
- Current quota attainment
- What else is in the pipeline

As a result they turn their 1:1s into forecast meetings.

Don't be that manager. Give your sales reps some room.

- How are they doing? Mentally, emotionally?
- Are they on track with their personal & career goals?
- What are challenges this week where you can support?
- In what areas do they need coaching to get to the next level?

3,149 145 73 See full post

set realistic targets, and offer a fair comp plan.

Doron Luder
Selling through Storytelling | VP Sales | Author | Mentor
1mo •

We Need to Talk about Realistic Targets

What happens if we create unrealistic goals?
#1 Sales teams self-doubt
#2 Sales teams experience uncertainty
#3 They lose confidence in leadership
#4 They window-shop for job offers

When two of these converge, you get the following:
⚠️ Low-performing sales team
🚫 Toxic work environment

What can go wrong by setting unrealistic targets? A lot... 👋

61 75

See full post

Andy Whyte
CEO at MEDDICC - Not all MEDDIC is equal ≠
Visit my website
6mo •

There's a new comp plan model I keep seeing (non-sales) people lauding.

And it has me worried! 🫣

It's a model that penalizes AEs more than it rewards 👎

The Net ARR Comp Plan 💀

Paying AEs on their Net ARR instead of Gross ARR.

This will lead to reduced pipeline. Ideally, AEs would balance creating new opportunities with maintaining existing revenue. However, with AEs' core duty being new revenue generation, shifting focus to retention could lead to reduced pipeline, lower morale, and potential commission deficit despite possible churn.

I extend some faith to proponents of this model, hoping it's data-driven, yet I'm doubtful. It surely overlooks the impact on morale, attrition, and new revenue generation when AEs prioritize retention.

452 118 4

See full post

But most importantly, be a leader who can build and orchestrate the overall strategy.

Jamal Reimer

Times have changed. Can't flood the market with run rate sellers who sell with a run rate motion.

Jamal Reimer
I help enterprise sellers find and close the biggest deals of their car...
Visit my website
8mo •

Last week I spoke to a CRO who's team hit 225% of quota in Q1 and won two new logos from Fortune 100 companies. Here are the 8 strategies he implemented to help get them there:
1. Hired senior sellers and directors who know the complex sale and pay them aggressively. He bought years of experience instead of trying to figure out true enterprise selling on the fly.
2. Got his internal executives on board to play cameo roles in strategic parts of important sales cycles.
3. Attracted board of advisor members who are mega-connected in the industries his team sells to.
4. Gave sellers controlled access to board of directors / board of advisors to coordinate executive introductions.
5. Created multiple paths to executive engagement:
- Produced serious, data driven thought leadership content.
- Convinced his CEO to become prolific on LinkedIn and Twitter.
- Sponsors quarterly executive roundtables.
6. Built out a high-quality internal Value Engineering team.
7. Built a Key Account program which gives marquee accounts special access to resources and (some) influence on product roadmap.
8. Implemented governance structures with large customers.

1,091 93 19 See full post

Jacco van der Kooij
Working with customers opened my eyes and changed my life | Bein...
5mo • Edited •

Based on an analysis of over tens of thousands of sales opportunities, we have observed a separation of performers into 3 groups:

⭐⭐⭐⭐⭐ The "Do-ers":

⭐⭐⭐ The people who "Can Do It"

⭐ Those who "Won't" or "Can't"

The pain is this, Groups 2 and 3 combined form almost 70%, and they underperform, so much so that it drags everyone down, and now Group 1, lacking top performers, cannot salvage the overall performance.

Now, here's the kicker, the way out is this:

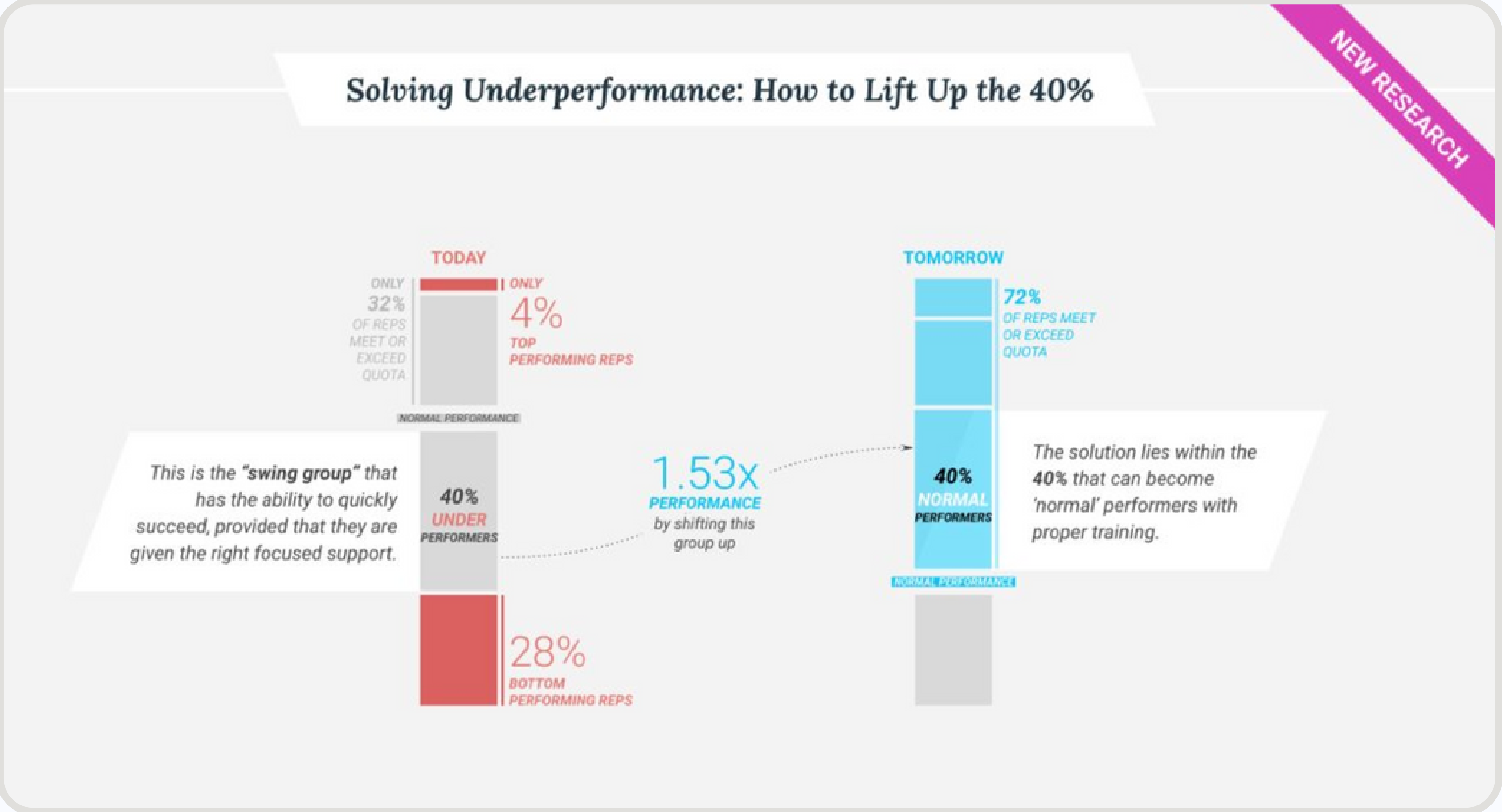
+ Coach group 2 on 1 fundamental skill per month/quarter.
+ Provide advanced training on skills such as JOLT to group 1.
+ Turn managers into coaches (for group 1 and 2.)

Lastly, demand discipline in adherence to the proven process, yes, of course you can do it your way, but after you have proven you can do it my way.

192 20

See full post

and ensure consistent performance of the whole team.



A succesful sales team should be sustainable and inclusive.

Jeff Riseley
Helping Sellers Win The Mental Game - Stress Less, Sell More
Visit my website
9mo •

It's tough out there for tech sellers right now, but one silver lining I predict we'll see in the very near future is companies no longer being able to burn and churn sales talent.

If leaders truly want their teams to "do more with less"... They're going to have to learn how to keep their people around for the long term.

Requirements for this long-term strategy will include...
1 - Intentional and rigorous hiring to get the right people in the door.
2 - Investments into burnout prevention, mental health and psychological safety that unlocks peak mental performance and encourages individuals to stay.

It's way too expensive and no longer sustainable to have a revolving door of talent that has an average tenure of 1.5 years.

It might not feel like it right now...But positive changes are coming. I feel it.

147 37 1 See full post

Lori Richardson
Help leaders grow their sales team thru data / coaching / training, #...
1yr • Edited •

Women are under-represented at every level in sales. The higher up you go, the fewer women you find. Here are things you can do right now to help support more inclusive sales teams:

Leaders: Reach out to the women on your sales team individually or as a group and ask them how things are going. Never assume because you're woke to the idea about inclusiveness that there isn't something that could be improved.

SDRs / BDRs / AEs / ICs: find mentors that resonate with you. If you know of a woman struggling on the team, reach out to her. Perhaps there is something small - a slight change - or a bigger change, that could help retain and develop more reps. Research shows we lost women from sales roles over the last couple of years - and hiring strong women for sales roles and leadership roles produces more revenue. It's a win all around.

All: Watch for tips, ideas, and resources all month from not just me but from all of the dozen or so groups and organizations supporting more women in sales --- then take action.

837 43 71 See full post

Sam Jacobs
CEO Summit, January 24-25, 2024, Scottsdale, AZ | 100+ High Perf...
Visit my website
8mo •

The days of huge sales teams for early stage startups are on their way out.

In their place, we'll see teams with just 1-3 reps breaking $30M ARR. I am seeing this happen in real time.

Here's what it looks like:

- Your buyers want to talk to people that understand them and their jobs to be done
- Focus your investments on ecosystem-led growth, community-led growth or marketing-led growth
- Leverage advancements in AI to make each individual person massively more productive
- Hire a tiny number of salespeople but give them all your best leads. Maybe it's only 2 or 3 people but each of those people can make high six figures and loves their job.
- Arm them with research, insights, and support but fill their days with calls
- Hold steady at 35%+ close rates

Heady days.

2,272 262 46 See full post

The new way of revenue generation is about working smarter, with smaller teams and more targeted investments.

Key trends that ruled the past year

Join the conversation on LinkedIn #salesalmanac

From Difficult to Impossible: Standing out from the crowd was once a challenge, but now the competition seems impossible. The traditional approach of personalization, once effective, is now juxtaposed with the growing emphasis on relationship building.

A new generation of sales professionals: Generation Z salespeople transform the industry by introducing fresh perspectives, blending social selling, influencer brands, and innovative strategies such as customer-led selling and nearbound.

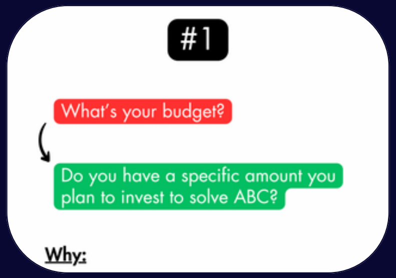
Commercialization of Client Success: Recognizing that retention and client success are no longer secondary concerns, CS is evolving from an afterthought to a strategic component, integral to sustainable growth.

Skills to close more deals: In the competitive arena where only the best prevail, the spotlight is on the skills essential for closing bigger deals. The realization dawns that successful deal-making requires a strategic combination of aptitudes and competencies.

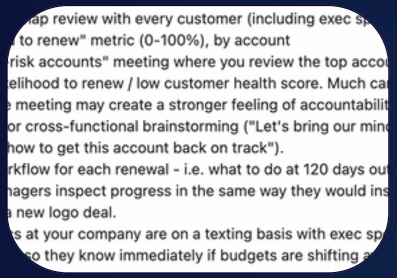
No More Growth at All Costs: Leaders need to be crystal clear on winning strategies and who in their team adapts them and who needs to improve. As a result compliance with the playbook becomes more crucial and revenue intelligence tools no longer cut it.

Buyer-Centric Shift: Sales professionals are pivoting from aggressive selling tactics to a more empathetic and helpful approach, aligning their strategies with the needs and preferences of the buyers.

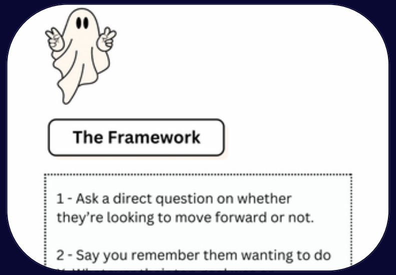
Our pick:
Best templates, frameworks, and tips of 2023



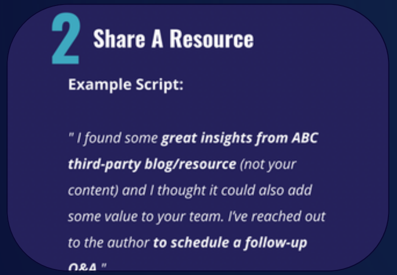
5 things to never say during a sales conversation
by Arnaud Renoux



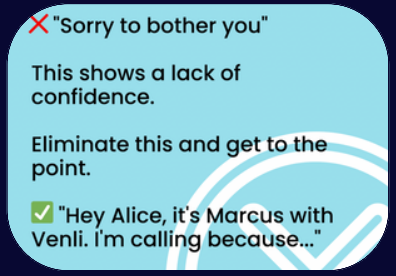
Checklist to prevent churn
by Allison Pickens



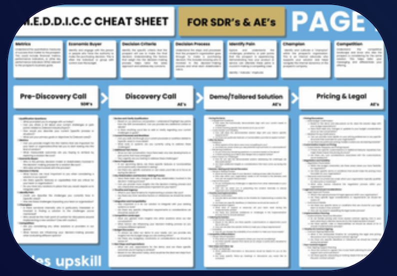
Email templates to use when you're ghosted
by Mike Gallardo



5 value-add reasons to call your customers now
by Lauren Bailey

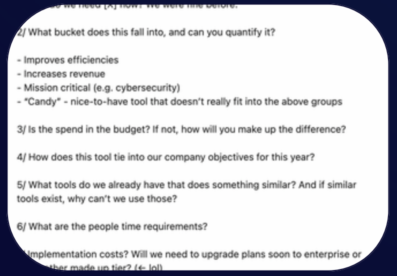


6 phrases that kill deals
by Marcus A. Chan



The MEDDICC cheat sheet
by Matthew Putnam

AI for Outbound Prospecting Guide
by Eric Nowoslawski



Questions CFOs ask your champion when you're not there
by Nate Nasralla

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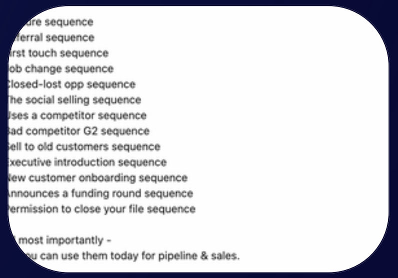
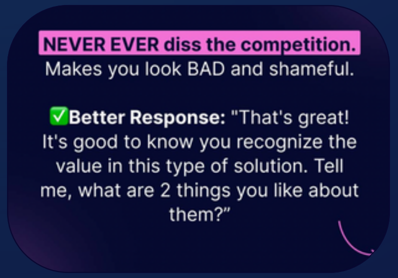
Our pick:
Best templates, frameworks, and tips of 2023

Cheat sheet: "90 days to get 100 customers"
by Pierre Herubel

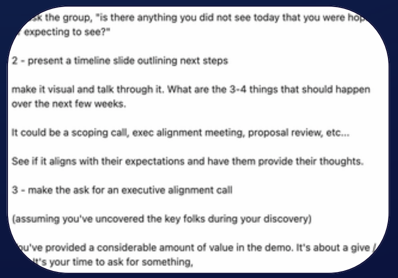


13 email sequences to supercharge your sales
by Andy Mewborn

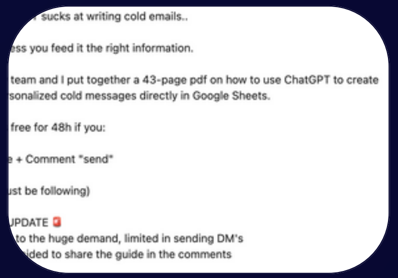


7 wrong sales objection responses & how to fix them
by Charlotte Lloyd

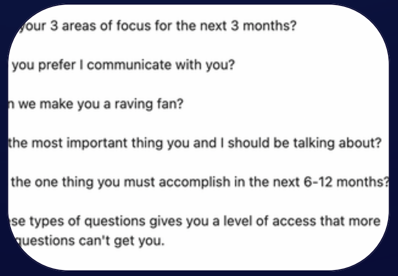
5 questions to ask yourself & your sales rep before responding to an RFP
by Max Lüpertz



Demo tip to double your win rate
by Salman Mohiuddin



43-page guide on how to use ChatGPT for personalized cold messages
by Stefan Smulders



5 questions every CSM should ask
by Anita Toth

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SNEAK PEEK FROM
“TOP VOICES 2024
PREDICTIONS”
EXPANSION*

Moving Forward: 2024 Predictions

“We (sellers) need to worry less about how we want to sell and worry far more about how buyers want to buy. We need to inspect the various sales processes/methodologies we have, and architect them for buyers. This is a pretty different mindset from what defined popular sales strategies 10-20 years ago, and we all need to adjust.”

Kyle Coleman

"Quality over quantity will win, as if always has. We so desperately want the short cut, the silver bullet...but using Show Me You Know Me (#SMYKM) and updating our processes to show our buyers that we hear them and have invested in them will be what continues to separate the greats from the pack."

Samantha McKenna

“We'll see Value Based Segmentation become a more popular strategy for personalization at scale. We'll see personality insights emerge as the new frontier of personalization (see: Humantic.ai) We'll see more folks returning to cold calling as a valuable channel. We'll see micro-communities and community-led growth continue to be leveraged as an engagement strategy for B2B brands.”

Leslie Venetz

We will continue to see pressure to drive efficiency (a.k.a. cost savings) into how we maintain and grow the customer base. In-app customer retention and engagement strategies will become more prevalent for both product-led and sales-led growth businesses.”

Jay Nathan

*”Top Voices - 2024 Predictions & Future Trends” expansion is coming in January 2024 with more exclusive content from your favorite sales experts.

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Moving Forward: 2024 Predictions

SNEAK PEEK FROM "TOP VOICES 2024 PREDICTIONS" EXPANSION*

"Customer Success is going to actively move away from full stack CSM and move to specialized roles in an effort to scale and provide more value to customers to build sustainable success models."

Kristi Faltorusso

With the rise of AI and ChatGPT, sellers that act like robots reading off scripts, sending templated emails will be replaced by robots. Sellers that can stand out, connect with buyers on an emotional level will be the only ones to survive.

Michael Hanson

"2024 prediction is that as people try and shift to AI for outreach - the volume of poor outreach with increase and personalisation will become even more important."

David Bentham

"Sales will keep getting harder, and sellers need to be problem experts, so they can recommend the right solution."

Tito Bohrt

"My 2024 prediction is that we will see more consolidation in the software space as we are nearing the point where there are too many pointed solutions or feature-only 'products' that exist on top of covid boom."

Elena Verna

*"Top Voices - 2024 Predictions & Future Trends" expansion is coming in January 2024 with more exclusive content from your favorite sales experts.

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