

# WHY EARLY CYCLE SELLING SKILLS MATTER

Your company invests a lot in its products and services. And you want to sell them...for a profit. Yet too often B2B sales teams sell in ways that erode margins. And it starts with the very first sales conversation.



77% of B2B buyers say sales reps calling on them don't understand their issues or how they can help <sup>[1]</sup>



\$87K

= profit lost (per \$1M in sales) for every extra 1% discount a sales rep offers <sup>[3]</sup>

86%

of B2B buyers do NOT see enough value between suppliers to pay a premium for it <sup>[4]</sup>



ONLY 1 IN 5

Salespeople are able to win a second meeting with B2B buyers <sup>[5]</sup>

[1][2] [5] Forrester Research, Inc.

[3] The Price Advantage, 2nd ed., New York: John Wiley & Sons, Inc.

[4] Google and CEB Marketing Leadership Council

## BUILD VALUE FROM THE START



### Stop selling products and start solving problems.

Strongly link your sales message to the challenges your customers face and the issues they care about most.



### Shift your focus from closing deals to creating value.

Convey your differentiated value in a compelling way, so that customers are willing to pay a premium for it.



### Get out from behind your slides.

Value erodes as soon as a sales rep delivers a “canned” presentation. Get comfortable turning off your slides. Develop the skills to confidently connect with buyers using executive presence—without relying on a script.