

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 ^[1]



\$87K

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

86%

of B2B buyers do NOT see enough value between suppliers to pay a premium for it ^[4]



ONLY 1 IN 5

Salespeople are able to win a second meeting with B2B buyers ^[5]

[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.