

# 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 [ 2 ]



86%

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

\$87K↓

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



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 them

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

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