WHO ARE TOP PERFORMERS?

They are better sellers than their peers:
• They know their product.
• They know their customers.
• They’re good at the selling process.
• Their roll-out process is more efficient.
• They’re better at managing their time.

GET CLOSE TO YOUR CUSTOMERS

According to a recent survey of B2B sales professionals, 82% of the salespeople did not agree that their company’s processes are customer-centered. Top performers have a closer relationship with their customers and are more likely to go the extra mile.

INVEST IN SALES TRAINING

Sales training is not just a formality; it’s a necessity. Top performers spend more time on sales training, which helps them develop key skills such as problem-solving and communication.

DRIVE SALES WINS

Top performers are more likely to win deals, and their success rate is significantly higher than their peers. Organizations that focus on driving sales wins should consider allocating more resources to sales training.

FOCUS ON VALUE

When negotiations focus on creating value for both parties, it results in higher win rates and better overall financial outcomes. Top performers focus on understanding the customer’s needs and creating value.

MAXIMIZE SALES TO CURRENT ACCOUNTS

Top performers generate more revenue from current accounts by upselling and cross-selling. They leverage their existing relationships and create new opportunities within the same customer base.

SET CHALLENGING GOALS

Top performers set challenging goals and track their progress toward achieving them. Setting goals helps in staying motivated and focused on achieving sales targets.

DISCOUNT LESS

Discounting is a common tactic, but it can negatively impact margins. Top performers minimize discounting by focusing on value creation and relationship building.

DEVELOP SALES MANAGERS

Top performers are effective leaders, which helps in growing the business. They prioritize cultivating a sales culture that empowers the team to achieve goals.

PREPARE FOR TAKEOFF

Tips for Boosting Your Sales Goals

Every sales professional knows that the key to success is planning and preparation. Here are 8 tips to help you maximize your sales goals and achieve success.

GET CLOSE TO YOUR CUSTOMERS

Invest in sales training

Drive sales wins

Focus on value

Maximize sales to current accounts

Set challenging goals

Discount less

Develop sales managers

Become a Top Performing Sales Organization

Rain Group provides top-performance tools and strategies for sales organizations, empowering them to achieve sales goals and take their business to the next level.