

# 10 SMART B2B SALES TIPS

With a large sales organization and thousands of customers, we've seen almost everything there is to see in B2B sales. And wouldn't it be uncool for us to keep all that knowledge and insight to ourselves? You're right, it would be! That's why we created this poster with **10 smart b2b sales tips** that will make you a better sales person! Use the tips and achieve better results today!

## 1 FIGURE OUT YOUR SALES STEPS

What steps do you have to take when closing a deal? What is your hit rate and what is the average value of a deal for you? Put numbers to every step of your sales process and figure out how many activities you need to do during one year. It'll make your sales process more concrete and manageable!

Let's say you're supposed to close on sales for 1.500.000 SEK and your average value for a deal is 75.000 SEK. That means you need to close 20 deals to reach your target. If your hit rate is 50% on every sale step, that means you'll need to make 40 sales offers, 80 meetings, 160 first time visits, 320 cold calls to book a meeting and 640 prospecting calls.

## 2 STRUCTURE YOUR COLD CALLS

Make sure to put aside time in your calendar for cold calling so there is no excuses! Put together a well thoughtout cold calling list and note any relevant references that you should bring up in the call. Prepare mentally by thinking about potential excuses and have responses ready for them in a manuscript.

## 4 QUALIFY USING NDDB

Prioritize your time on the right kind of deals by using NDDB: **Need, Decisionmaker, Decision, Process** and **Budget**. You want to spend your time and energy on the companies that you can help (figure out if you're a good fit first). There is a Need, you're talking with the Decisionmaker, you know the Decision Process and there's a set Budget for the project. Find the right fit for you!

## 3 USE PAIN SELLING

Pain Selling is about identifying the potential problems and issues a customer has, before you present your product or solution. It might sound simple, but many can't handle the "pain" of facing the actual core of their issues. There's value in helping them getting relief from their pain! Make sure there's a solution to the painpoint you bring up!

## 5 DARE TO ASK FOR NEW DEALS

There's at least three situations where you should ALWAYS ask for new prospects: Customer visits, Cold Calls and Follow Up Calls to current customers. Ask the person you're talking with if they possibly know someone else that might need your product or service. You have nothing to loose!

## 6 FOLLOW UP ON NEW LEADS

What prospects visits your website? Do they have a way of contacting you? Make sure any incoming leads are followed up on by using smart tools and act on subtle but important buying signals. Don't be slow about it, sometimes it's important with speed! If you call a lead within 60 minutes there's a 7 times higher probability that you'll have a meaningful conversation with them, compared to if you call them the day after.

Source: "The Short Life of Online Sales Leads" - Harvard Business Review

## 9 SEE POTENTIAL IN YOUR CUSTOMERS

Did you know it's cheaper and more effective to keep and sell more to your current customers than to chase after new ones? A tip is to segment your customers depending on their loyalty and future potential/budget. Place them in a sales matrix and put most of your efforts into the customers that have high loyalty/high potential.

## 7 PUT TOGETHER TWINS FOR YOUR BEST CUSTOMERS

To make a twin analysis means you'll pick your best customers and find similar companies that you start targeting with your sales pitch. There's sales tools that can help you with this (Lime Go for instance), that will make sure you find the match instantly.

Why should you use Twin Analysis?

**A:** You already understand the problem and issues of the sector or company.

**B:** You're already used to making similar deals and know what you need to think about.

**C:** You have relevant references that you can use when you're talking with potential customers.

## 10 ALWAYS USE YOUR BUSINESS SENSE

A great sales person should ALWAYS be looking for new deals. Take note of any company cars passing by, check ads, follow people and companies on social media and keep a lookout for big signs in industrial areas. Business opportunities are all over the place, if you know where to look!

## 8 BECOME MORE EFFICIENT

Mass communication is dead...or? No, you can still use mass communication more effectively in your sales process!

Invite your sales prospects to a webinar and you'll quickly notice where there's potential or not. Using communication at scale will make it easier for you to figure out who you should focus on.