

# Sales success – here's how to get there!

Sales teams are always looking for the perfect process – the system that closes bigger sales, in a shorter time. There is of course, no perfect answer, but these 5 sales tactics are definitely a strong starting point that will set you off on the road to sales success!

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## Get to the right person

**An average of 7 different decision makers are involved in a B2B purchase**, so make sure you get to one of them – and fast! The longer you spend building relationships with people who can't make the buying decisions, the longer the process drags and little by little, you lose power over the prospect.



3

## Qualify with care

This is key – if you don't know the right information from your prospect early on, you'll hit obstacles later and the sale might even fall through. Work together as a sales team, to decide on what you need to know from your prospect in the early stages, details like time frame, budget, requirements, and capabilities. Whatever applies to your organization, get them in black and white and get those leads qualified!



2

## Make sure you're helping

**82% of B2B buyers don't think they gain any valuable information on the first sales call.** So make sure you're aware of your prospect's industry, and the struggles they're facing. This helps you understand what their current needs are and you'll start giving them information they find helpful and valuable.



4

## Believe in your prices

One sure-fire way to lose a lead is to back down on your prices straight away. Believe in your product, and that it's worth good money! And if they don't want to pay that much then why not? What are their issues and how can you fix them, so they can see the value too.



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## Always offer a choice

Nothing is more frustrating than sales that fall through at the final hurdle – so here's an easy fix. When giving them a quote – give them a choice of 2 or 3 options, all at different prices and with different areas of value. This increases those negotiating powers – allowing extended dialogue and prevents you selling your product for a lowball offer.



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