

# Revolutionize your B2B sales strategy



Your sales department doesn't just drive business revenue. They are responsible for expanding your client base, bringing in a return on marketing investments and influencing customer lifetime value. You can't afford a weak strategy; use this checklist to unlock the ultimate formula for sales success.

## 1 Recruit team members who are willing to learn

Fill your team with enthusiastic learners instead of daily earners; the more they're willing to take on board, the better they'll pick up your strategy.

## 2 Give them thorough product training

How can they sell a product they don't understand? Teach them your use cases, and what solutions your business aims to provide.

## 3 Encourage a passion for continued improvement

The best sales training never ends; ensure your team keep abreast of the latest industry trends and pain-points.

## 4 Understand what defines B2B sales

Build a strategy around the defining qualities of B2B sales – be mindful of lengthy sales processes, multiple decision makers and large figures.

## 5 Embrace social media

Social selling continues to produce outstanding results, moving with the preferences of a growing millennial audience – now is the time to incorporate this platform.

**Fast-track your way to outstanding sales results with our latest free guide**

**DOWNLOAD HERE**



## 6 Carefully plan your qualifying questions

Ensure your team maximize on every contact, gaining vital qualifying data to drive the sale forward. SPIN selling is a great place to start...

## 7 Maintain high-quality data

Sales lead data provides the backbone to B2B sales success. Ensure your strategy includes detailed plans for data collection and maintenance.

## 8 Become experts

Prospects are far more likely to buy from salespeople they deem industry experts. Always appear knowledgeable with relevant content and professional, industry-based language.

## 9 Manage your sales pipeline

Use a tool like BASE to understand how your leads move through the buyer journey, and where best to make contact for advanced pipeline progression.

## 10 Discover Lead Forensics

Identify the businesses visiting your website for a bounty of new sales leads, with real time contact information for key decision makers.



**Make impactful, impressive follow ups fully tailored to every prospect before your competitors even get close.**

Book your free demo &  
no obligation trial today!

**GET STARTED**