



Six Tips for B2B Sales Team Success

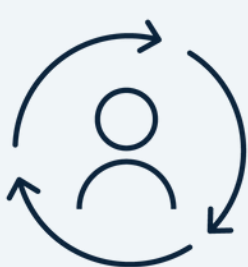
For a sales team, results are everything.
So, what is it that top sales teams do differently from the rest?

1. They focus on driving value



Top sales teams drive value for their prospects at every opportunity, from conversations to touchpoints, creating quality value propositions that are effective and yield positive results.

2. They focus on growing existing accounts



One of the most significant untapped opportunities in B2B sales is existing clients. A top sales team will continuously nurture and foster these client relationships, growing the revenue of each account and for the business as a whole.

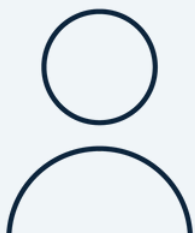
Read our ultimate guide: **“Ten proven strategies to achieve negative churn in Customer Success”**

3. They are proactive



Sales winners bring new ideas and insights to the table, driving value for buyers and generating new opportunities for existing accounts. Approaching a buyer’s conversation with value and providing new insights and ideas will quickly achieve sales goals.

4. They focus on understanding customers’ needs



A top sales team will know that making a sale has nothing to do with sales techniques or how well they can “sell” a product or service. Instead, they see their leads as real people and treat them as such. As a result, they can start to understand a prospect’s needs, motivations, and pain points in doing so.

Only 13% of customers believe a salesperson can understand their needs.

5. They reduce the buyers’ risk



Risk plays a vital role in a buyer’s decision process. A top sales team will go out of their way and make an effort to minimize this risk and overcome any hurdles for their prospects.

6. They don’t give up



44% of sales reps give up after following up once with a prospect. After four follow-ups, this number increases to 94%. Top sales teams are among the 8% who follow up more than five times with prospects.

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