

The Most Impactful Selling Behaviors at Each Stage of the Buying Cycle

ValueSelling Associates and Training Industry surveyed 464 sales leaders and sales enablement decision-makers to discover the selling behaviors necessary to succeed in a virtual selling environment at each stage of the buyer journey.

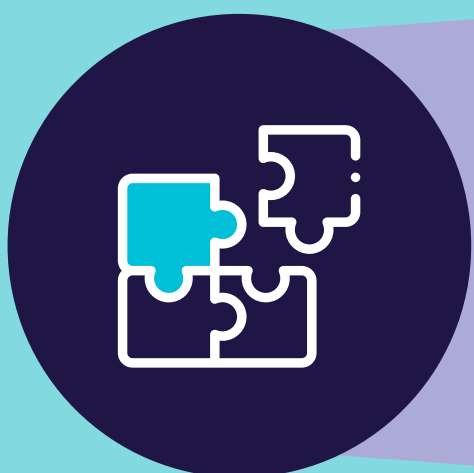


Stage 1: Engaging with Prospects

- Establishing credibility and trustworthiness
- Developing rapport with people
- Managing sales calls effectively

Stage 2: Prospecting and Qualifying Leads

- Asking good questions and actively listening
- Being tenacious in follow-up
- Articulating value



Stage 3: Negotiating

- Maintaining rapport with buyers
- Handling objections
- Quantifying value to the buyer

Stage 4: Closing Deals

- Maintaining relationships with existing customers
- Ensuring a smooth transition to a service team
- Outlining what success looks like for the buyer



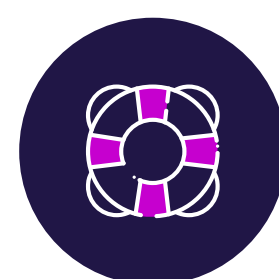
All of these behaviors indicate that authenticity and strong human-to-human connection is what differentiates top performers from the rest of the pack. In other words, successful sales cycles are founded on credibility, trust and rapport.



Credibility



Trust



Rapport

Developing these essential sales skills is one half of the puzzle. Organizations must also have effective measurement practices in place to ensure they're supporting the right behaviors that lead to sales results—and 75% have work to do. **Download the full ebook to read more.**

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