



# Actionable Intelligence for Sales Acceleration

*Bringing BI to the Art of Selling*

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## Know Your Odds

Among all the gambling games offered at casinos, the game of Craps offers bettors the highest chance to win at over 49 percent. Despite this high winning percentage, casinos continue to offer Craps to their patrons — and continue to make money — because they use business intelligence to analyze key metrics for success.

- How many people will visit the casino on each day of the week and each hour of the day?
- How many hours will they spend at the gaming table?
- What will be their average bet size?
- Will visitors increase their bets if they are comped for drinks or rooms?
- What events (birthdays, anniversaries, graduations, etc.) trigger an increase of visitors?

Regrettably, the same predictive analytics are rarely applied to sales, where hunches and “tribal” thinking (“*This is the way we’ve always sold*”) dominate. As revenue expectations increase with every cycle, reps need more than directives to “work harder” in order to know when to sell. They need tools that will enable them to achieve these higher targets and help their company become a market leader.

## The Key to Accelerating Sales

The key to accelerating sales is to use business analytics to reveal opportunities, stay ahead of competitors, and increase win rates proactively. Market intelligence can provide your sales team with data about which accounts in their territories are likely to buy, which vertical markets to explore, appropriate persons to contact and the best way and time to contact them.

However, even companies that have metrics in place can fail if the wrong metrics are being tracked or the right metrics are being tracked improperly. A company that tracks the number of days until a deal closes, for example, might not organize deals by volume, dollars, product type, geography, or vertical market, which may be where the real insight lies.

The key is having business intel that can identify opportunities (end-of-service life, end-of-service agreements, lower finance rates etc.), operational data, and other performance metrics that can be used to meet higher quotas on a consistent basis.

### *What’s Really Important?*

*Research shows that 83% of the information in CRM and automated marketing systems is tracking data, and is not influencing in nature. To use our sales metrics more effectively, the effort needs to be on those things that create value and are within our control.*

*-- Tom Searcy, Founder, Hunt Big Sales*

## Establishing Customer Relationships

If you make a sale, you can make a living. But if you establish a relationship, you can make a fortune. Successful salespeople focus on building relationships, while unsuccessful sales people focus on closing the sale.

Before you can establish a relationship, however, you need to know the right person to contact. Often, there may be multiple decision-makers that have their own agendas.

Business analytics can direct salespeople to the appropriate individuals, provide insights about the issues important to the client, and offer suggestions about how to deal with these issues. Equipped with this accurate and timely information, salespeople can plan a meaningful message aimed at each decision-maker's agenda, while avoid giving more information than necessary to make the sale, or even wrong information, that can sabotage success in the short or long term.

- **Selling starts with relationships.** Although rapport might not be enough to win, you will not get very far without it. Chilly people get chilly reactions from other people. Before you start selling, build rapport with the prospect. Be cordial, smile, give a firm handshake, make eye contact, engage, and show a real interest in your prospects. The more they appreciate you – *and the more often they hear from you* - the more likely they are to accept your advice.
- **Trust gets your advice taken.** The strongest edifices are built in layers stacked on a foundation, one at a time, in a way that enables each layer to bond on top of the prior one before another layer is added. Relationships are built the same way, using trust as the bond between layers. If you establish a relationship built on trust, your advice is more likely to be taken seriously. If the last time you told a client "this will work" and it turned out exactly that way, the prospect is likely to accept your advice again and move forward with you.
- **Improve your value proposition.** Learn how to ask high-value, high-impact resonating questions that separate you from your competitors and cause your prospect to think. Develop a short (30-second) pitch about the problems you can solve for individual prospects — and then show how you can help them achieve these results.
- **Balance advocacy and inquiry.** It seems obvious that we earn the trust of prospects by answering their questions and knowing our products. But your competitors do the same. The truth is that more trust can be gained by asking good questions than by providing good answers. Phrase your questions in ways that get prospects thinking, show that you understand them and their needs as well or better than they understand themselves, and surpass clichés and facts to solicit their opinions and true feelings. This approach can uncover key decision drivers that prospects should be considering.
- **Make an impact.** Show a prospect how to solve their problems, and suddenly that person feels stress melt away, is excited to engage with you, and is willing to listen to your proposal. You'll make the sale and you'll both be happier for it. Fail to demonstrate

### *Importance of Being Yourself*

*Be yourself; everyone else is already taken.*

*-- Oscar Wilde*

the impact in your pitch and you won't capture the prospect's interest. Strive at all times to make the prospect feel that it's important to put you at the top of his To-Do list.

- **Paint a picture of a new reality.** After you ascertain the prospect's aspirations and afflictions, quantify the impact by painting a picture of the new reality. This new reality will become the cornerstone about how important it is for the prospect to buy from you. Make the impact clear, especially where the prospect's perception of the gap between where he is and where he wants to be is the widest.
- **Plan to succeed.** Creating a successful sales strategy will empower you to focus on the right customers in the right ways at the right times. Leverage your understanding of the market share and your competitors to build consensus and gain commitment. Determine the strengths and weaknesses of the competitors, how they compare to your own, and how to utilize this information in your pitch. Set qualitative objectives and quantitative goals, and then prioritize them. Develop answers in advance to objections a prospect is likely to raise. This will give you the upper hand and make influencing easier.



## Why SAI? Why Now?

Information is power, and analytics are the key for transforming sales people from following a gut- and perception-based philosophy to adopting a proactive strategy rooted in factual data supporting tactical and strategic decisions. Without this data, it is nearly impossible to know when actionable leads enter the pipeline.

Leading-edge tools from Sales Analytics (SAI) transform sales teams into sales superstars by delivering relevant business intelligence efficiently and effectively. The unprecedented awareness acquired from these tools allow sales teams to learn how to help customers and prospects with a need, problem, desire or challenge, and then position products and services in a way that the

customer realizes the value necessary to justify a purchase. **Sales Analytics can now rank the top proposals among thousands of alternatives for each customer to make the job easier and more efficient for sales reps and more productive for end customers.**

In this way, sales teams can gain a leg up on the competition by being better prepared for customers, more competitive when seeking new business, and more successful in new and existing markets.

## Conclusion

You cannot change people's buying habits or circumstances. Customers buy when they are ready, not when you're ready to sell. The role of the sales team is to help people buy. The role of SAI's business intelligence tools is to identify when customers are ready to buy and what they are ready to buy, so sales teams can tailor their message to those specific needs, desires, and buying circumstances.

## About Sales Analytics

Established in 2002, Sales Analytics, Inc. (SAI) specializes in helping companies manage the technology-buying lifecycle of their customers in the critical areas of technology refresh and customer-information systems.

Based in Morgan Hill, California, SAI uses unprecedented computer modeling to identify actionable and immediate selling opportunities — a breakthrough in the management of a company's customer install base.

Our ground-breaking technology is coupled with our commitment to earn the trust of, and build long-term relationships with, our clients. Our high-touch customizable approach empowers organizations of all sizes the framework and knowledge to grow their sales and marketing, and maximize their customer install base revenue and satisfaction.

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