



Start Your Winning Streak

7 Lessons for the Modern B2B Sales Leader

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About This Study

This study was designed to help sales, marketing, and customer experience leaders in business-to-business companies better understand the buyer journey.

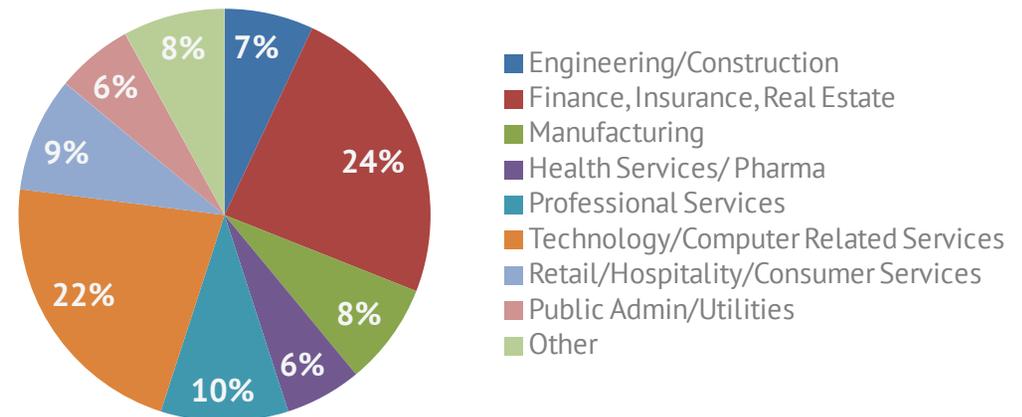
We partnered with Instantly, an online panel company, to conduct 750 online surveys with B2B decision makers purchasing products and services from: Accounting and Tax providers, Commercial and Business Banking providers, Telecommunications & Data providers, and other Professional Service firms.

With regard to decision-making level in the company, 17% were CEO/Owners/C-Suite Executives and a further 40% were senior management. The average age was 39 years, and 58% of the sample were male and 42% were female.

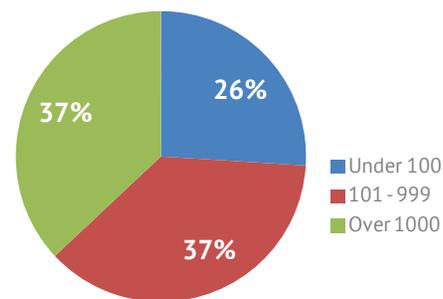
A wide range of industries was represented with the largest representation from: Finance, Insurance, Real Estate, and Technology/Computer-Related Services.

With regard to company size, there is a fairly even distribution across small, medium, and large businesses:

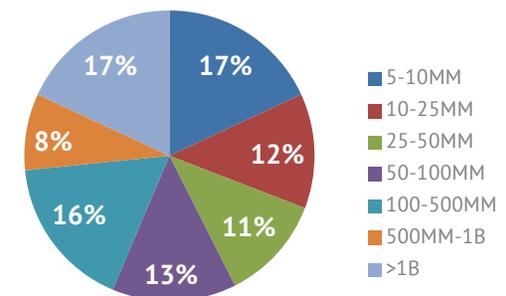
- Average number of employees: 800
- Average annual revenue: \$360M



Sector



Company Size (# of Employees)



Company Size (Revenue \$)

Abstract

“Start Your Winning Streak” examines seven lessons found in our research.

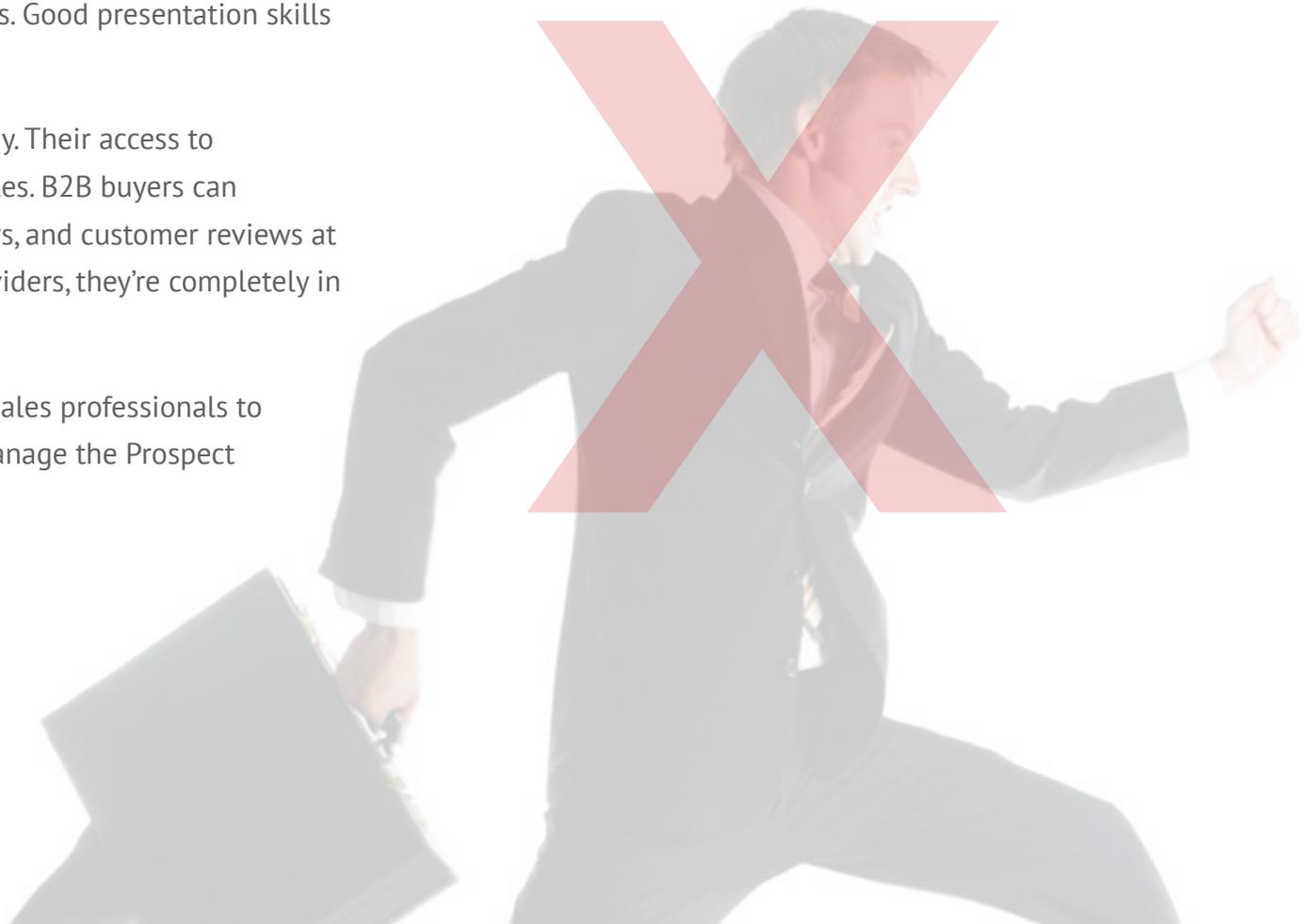
This abstract includes the reasoning behind our business-to-business buyer study, our major findings, and some relevant statistics. Sales leaders interested in deeper insights will want to review the later sections of this book, starting on page 12, which cover our findings in more detail.

About This Study

Not long ago, sales quotas depended on cold calls and conference-room presentations by bag-carrying salespeople. Sales reps were judged on their pitches: on their recall of solutions, products, services, and related features and benefits. Good presentation skills were often enough to close deals.

But today's buyers don't buy the same way. Their access to information has changed the world of sales. B2B buyers can research specifications, prices, competitors, and customer reviews at their leisure. When they reach out to providers, they're completely in charge of the conversation.

This fundamental shift calls for modern sales professionals to re-imagine how to design, deliver, and manage the Prospect Experience to deliver value to buyers.



About This Study

Today's sales professionals go by many different names. If you're in sales, you may be a consultant, solution architect, account executive, sales engineer, business development executive, or have a similar label.

Whatever your title, you are no doubt faced with the same questions we were when we began this initiative:

- *How are B2B buyer behaviors, attitudes, and expectations changing?*
- *What behaviors do sales representatives need to exhibit to add value for modern B2B buyers?*
- *What drives the buyer's decision to consider a firm and ultimately choose them?*
- *What do the most successful sales professionals do?*

This PeopleMetrics study examines today's B2B buyer journey to help modern sales leaders adapt their sales approaches to add more value, create better experiences, and close more sales.

Any company delivering products and services to other businesses will benefit from the seven major lessons of this study. We'll cover them briefly in this abstract, and then we'll examine them in more detail—with supplemental statistics and data—starting on [page 12](#).

Lesson 1: Reputation carries the most weight.

Of all the methods that buyers use to learn about your company, word-of-mouth is still a powerful influence.

Recommendations affect whether a buyer adds a particular company to the consideration set, and ultimately, the buyer's purchase decision. We found:

- **8 in 10 B2B buyers seek recommendations** from their team and network when putting a list of potential partners together.
- **3 in 4 successful vendors were originally recommended** by someone the buyer knew. Alternatively, just 1 in 3 of rejected vendors was originally recommended.



Lesson 2: Buyers learn (a lot) before buying.

Similar to studies undertaken by the [Corporate Executive Board](#) and others, our research shows that around half of a buyer's decision-making time occurs without any interaction with a company's employees.

This time is spent learning about a company, its competition, and the solutions available for their pain points.

On average, buyers invest **around 90 hours choosing a B2B partner**, and half of that time is spent in online and network research.

That means prospects spend considerable resources to get to know companies before they speak with them.

“Buyers invest 90 hours choosing a B2B partner.”

Click the Twitter icon to tweet the quote!



Lesson 3: People drive decisions.

“Half of B2B buyers say rejected vendor did not provide value.”



Click the Twitter icon to tweet the quote!

Once the buyer starts to communicate with a company’s people, the quantity and quality of that communication influences the purchase decision more than anything else. We found:

- **The perceived value of the meeting matters.** The buyer’s perception of the value of sales meetings drives their purchase decision. We found:
 - 3.5 times more B2B buyers give a perfect score to meetings with their selected vendor (e.g., “5 out of 5” or “a valuable use of time”) than to meetings with the rejected vendor.
 - 6 in 10 buyers say their chosen vendor delivered great value. In contrast, close to half say their rejected vendor did not deliver sufficient value.
- **High-touch experiences win.** More than twice as many buyers classified their experience with the winning vendor as “high-touch” compared to the rejected vendor.

Lesson 4: Value drives contract size.

The buyer's perception of meeting value correlates to the size of the contracts they sign. We found that as buyers' ratings of meeting value move from good to excellent, the average **size of the contract increases by close to \$100,000.**

It's true that sellers may focus on delivering more value in bigger deals.

But it's important to note that the buyer's perception of that extra value can also contribute to the size of the deal. The behaviors that drive value lead providers to uncover deeper, more-complex needs and craft custom solutions.

Those solutions, in turn, may be greater in scale than those offered in the absence of those behaviors.



Lesson 5: Five behaviors lead to value.

Regardless of industry, contract size, or company size, companies should focus on five key sales behaviors to drive value in their Prospect Experience:

- **Responsiveness**
- **Preparation**
- **Listening Skills**
- **Knowledge**
- **Unexpected Insights**

Adoption of these behaviors helps modern sales representatives understand buyer motivations and pain points—and craft solutions (or position product offerings) to match.

“Adopt 5 simple behaviors to drive value for sales interactions.”

Click the Twitter icon to tweet the quote!



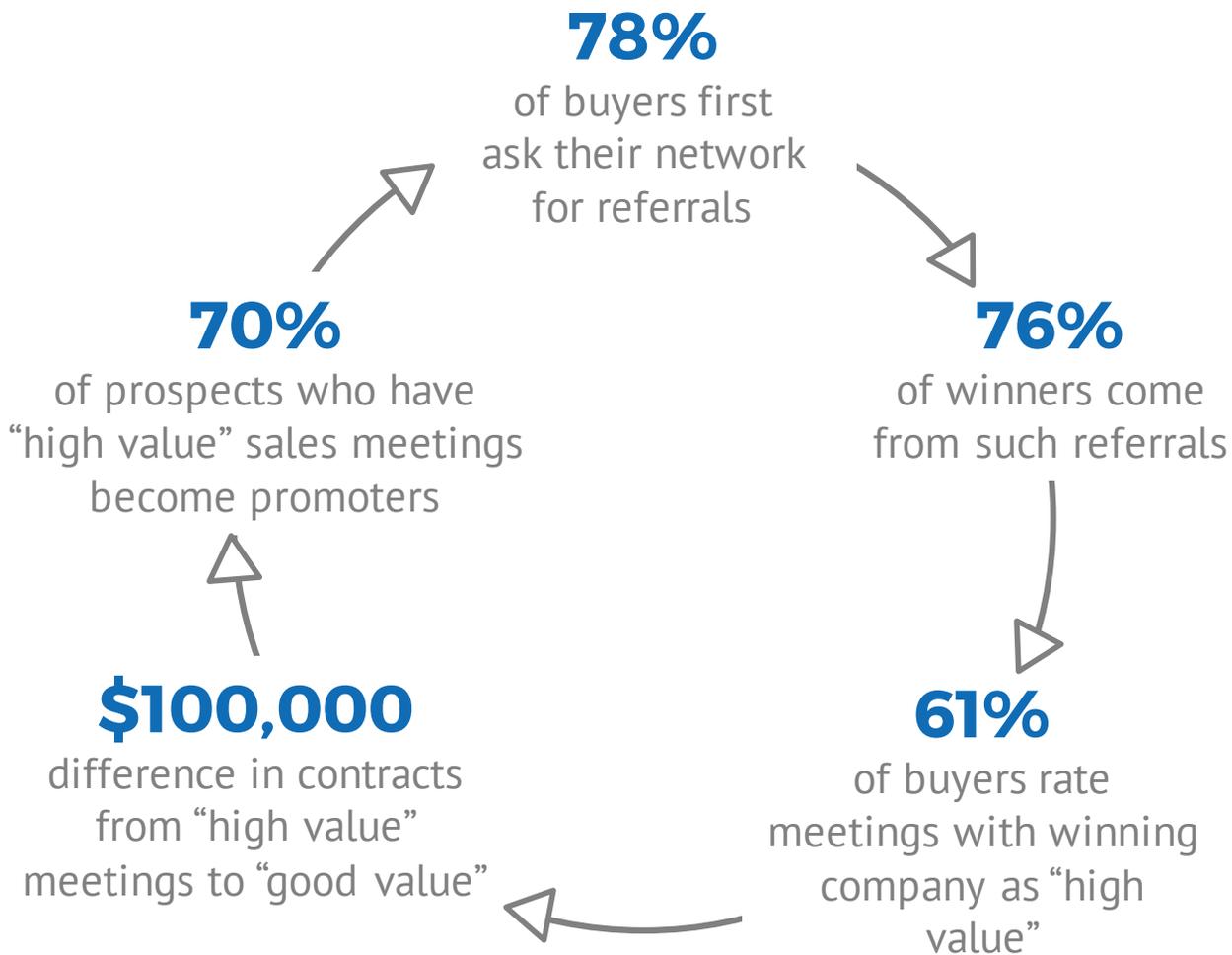
Lesson 6: Value leads to future advocacy.

The returns of building relationships, loyalty, and advocacy last long after the contract is signed. We found high-value sales meetings and high-touch interactions contribute to the strength of the experience after the sale.

In particular, clients who experienced above-and-beyond service as prospects have higher Net Promoter Scores than those who had less remarkable experiences as prospects.

We've found a Champion Cycle exists: Great sales experiences positively impact the client experience, and great client experiences positively impact recommendations and new business opportunities.





The Champion Cycle

Lesson 7: Buyers want to give feedback.

This research shows that buyers want to be asked about their sales experience. Because they are investing significant resources to make a decision, they welcome the opportunity to tell providers what they think about the sales experience.

In fact, **8 in 10 prospects say they would willingly give feedback** if a potential partner asked for it during the buyer's journey.

Many say that a request for feedback would make them feel that the provider is open to improvement and would be committed to delivering value beyond the sale.

Among the minority of buyers who have been asked for feedback, the prevailing reaction was that the company asking for it really cared about their business.

The very act of asking for feedback helps the potential partner stand out, giving them an advantage over the competition. As such, it's time to pay attention to the Prospect Experience (PX)—and deliberately design, deliver, and manage value in the human interactions of the sales process.



A Note Before We Dive Deeper

According to [The DNA of a Growth CMO](#), a study by SAP, just 22 percent of Chief Marketing Officers say they understand the “customer decision journey.”

The rest of these high-performing CMOs remain unsure about how their future customers progress from a pain point to choosing a solution.

We would speculate that most growth sales leaders are equally unclear on this progression, which is problematic at best. Because prospective clients have access to so much information—about company reputations, company news, leadership teams, competition, pricing, financials, products, and services—they can now make decisions in the absence of input from sales reps.

That means the new B2B buyer is completely in charge.

This study was designed to examine today’s B2B buyer’s journey and lend support to the modern sales professional. It reinforces what we already know about the changing business-to-business buyer. It proves that buyers are more informed about providers, their competition, and their solutions.

But it also sheds light on the necessity of value. Delivering value during the sales process can increase close rates, contract values, and Net Promoter Scores.

We believe sales leaders should design, deliver, and manage the Prospect Experience. They should focus on providing value to prospective clients in every single interaction.

But perhaps we’re getting a little ahead of ourselves. For now, let’s review our findings, starting with the early stages of the buyer’s journey.

Lesson 1:

Reputation carries the most weight. Word-of-mouth generates leads.

By actively managing your current client experience and increasing your Net Promoter Score, you can help increase your volume of qualified leads.

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Early Steps of the Buyer's Journey

Consistent with research published by the Corporate Executive Board and others, our study has shown that around half of the buyer's journey takes place before the buyer speaks to a provider directly. Regardless of the size of the sale, **the first 50% of the buyer's journey is spent on online and network research.** That research influences the decision whether to ever begin a dialogue with a provider.

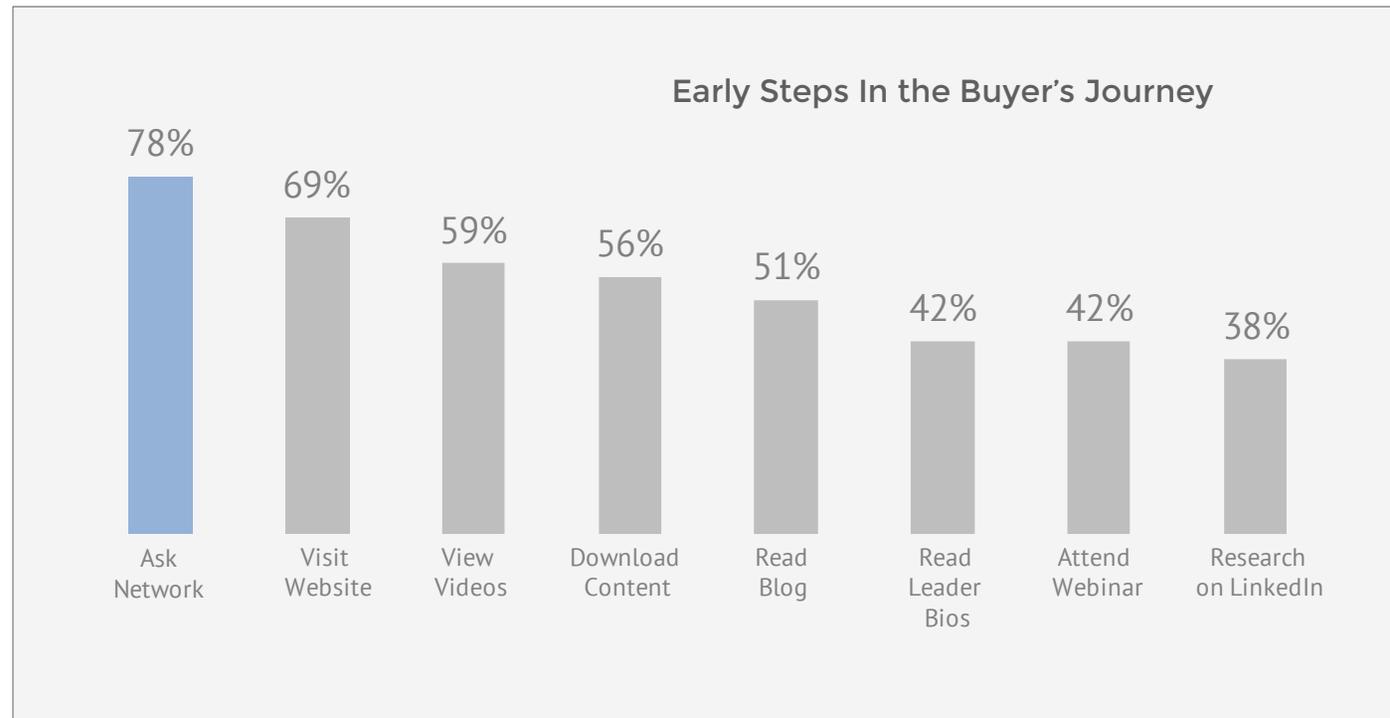
This chart highlights the early steps of the journey—activities buyers undertake before they communicate with a provider. As anticipated, buyers have moved online.



Two-thirds of buyers visit websites; **6 in 10** view video and visual content; and a similar proportion download white papers and other thought leadership.

We also found a growing trend toward researching leadership teams and even using LinkedIn to learn about other members of the company.

Despite these shifts, most buyers start where they always have—by asking for recommendations from people they know and trust.



Lesson 2:

Buyers learn (a lot) before buying. So your ability to deliver value is important.

Sales reps must deliver value at every opportunity. Use marketing automation systems to help reps understand the specific journeys buyers have taken (and the content they've consumed). Build pitches and follow-up materials to fill in any gaps in the buyers' journeys.

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The Buyer's Investment

Human contact is necessary, but it's not sufficient to win the deal. Sales representatives deliver meaningful value to buyers when communicating with them. The value providers deliver when interacting with potential clients seals their fate.

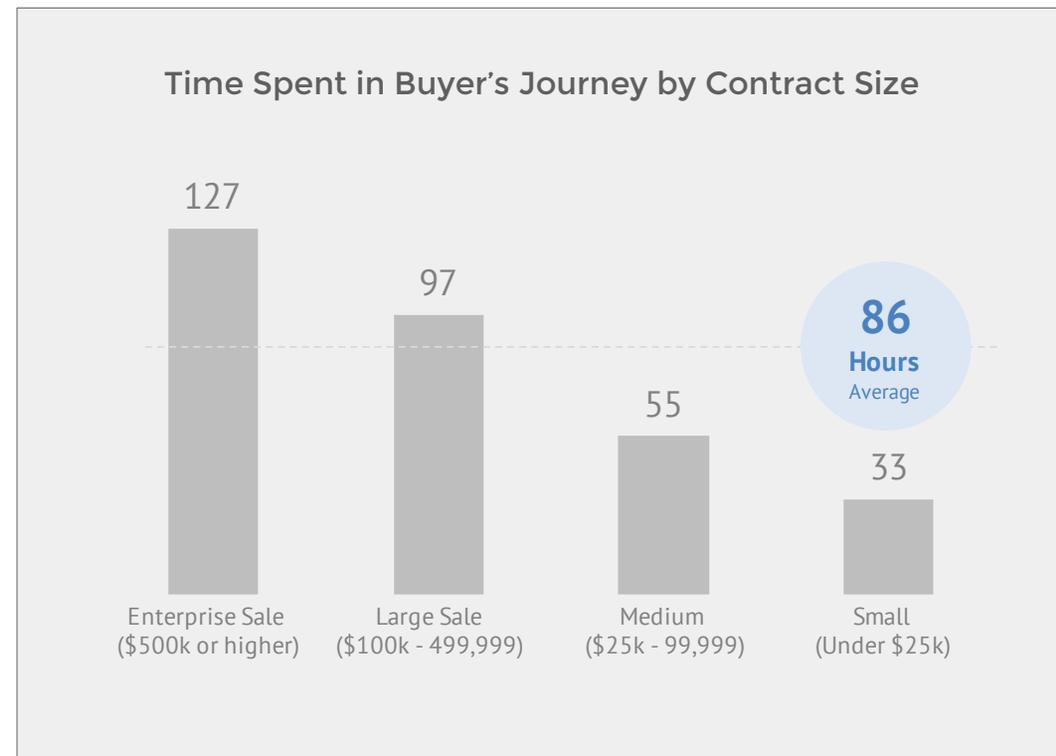
This is true for two main reasons:

1. B2B buyers have done their research before speaking with providers, so they know everything providers and their competition have to say about their particular pain point. By the time buyers make contact, they want something new to help their consideration.
2. B2B sales cycles are often long, and the buyers' investment of resources in choosing the right partner is significant. The investment only increases as the size of the contract grows.

More specifically, by the time a B2B buyer decides to sign a contract with a provider, they've spent **an average of 86 hours in the sales and selection process, across 5 team members**. And the size of the time investment increases with the size of the contract.

We found the number of hours invested correlates positively with the size of the contract. Specifically, at the extremes, we found:

- Small purchases (less than \$25k) usually require an average of 33 man hours across fewer than 4 people.
- Enterprise purchases (\$500k or more) take 4 times longer, and require a team that is 50% larger.



Lesson 3:

People drive decisions. The value your team delivers in person leads to sales.

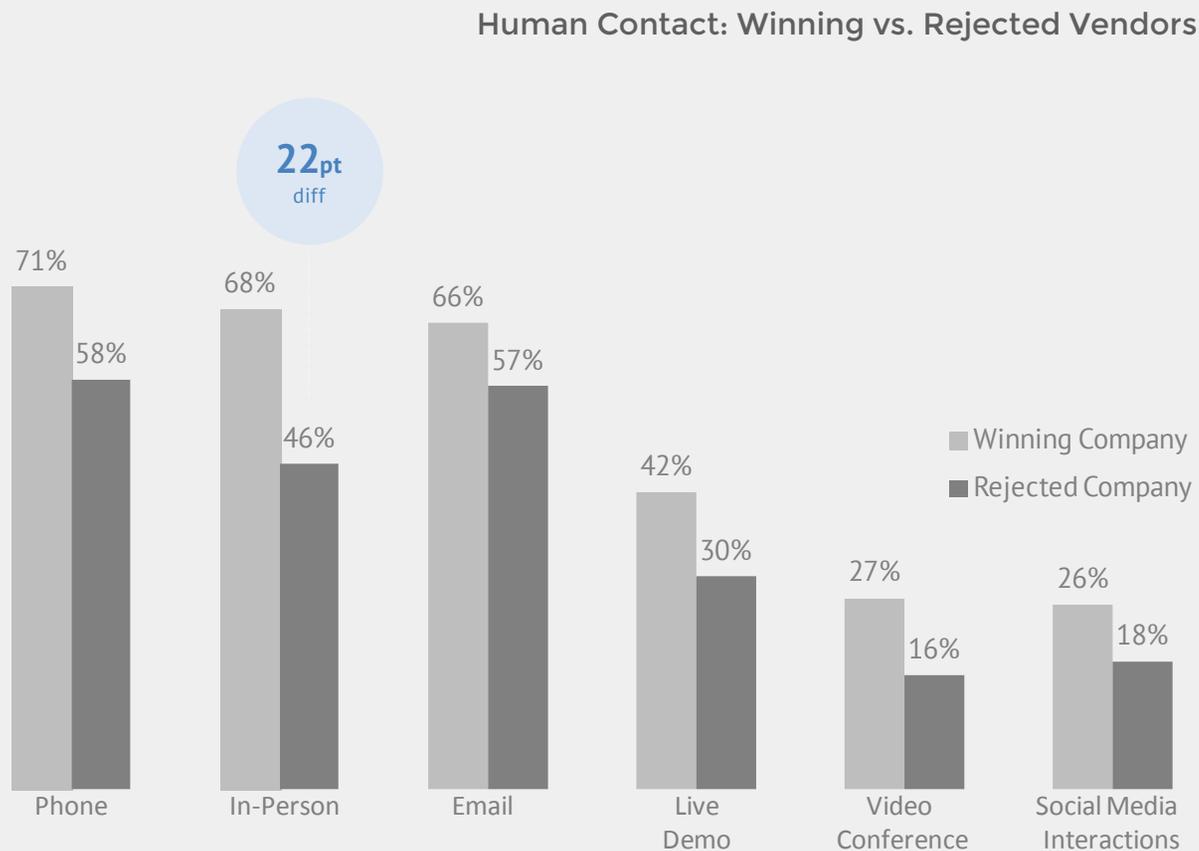
Strategies that include visiting prospects in person can give you an advantage in closing deals. By limiting communication to remote channels, you only give local and travel-ready providers the upper hand.

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Making Contact with Buyers

Human interactions influence the buyer's purchase decision. The chart below shows the difference in the proportion of buyers who spend time in meetings, either over the phone or in-person with potential partners.



It shows when personal interactions take place, the likelihood of buying is greater.

Human interaction is a predictor of sales success, but so is the amount and variety of that interaction.

Buyers who have a high-touch experience—with multiple interactions via phone, email, and in-person—**are more likely to buy** than those who have no or even moderate human interaction before purchasing.

The correlation between human contact and probability of closing the sale is particularly true for the largest, most complex offers.

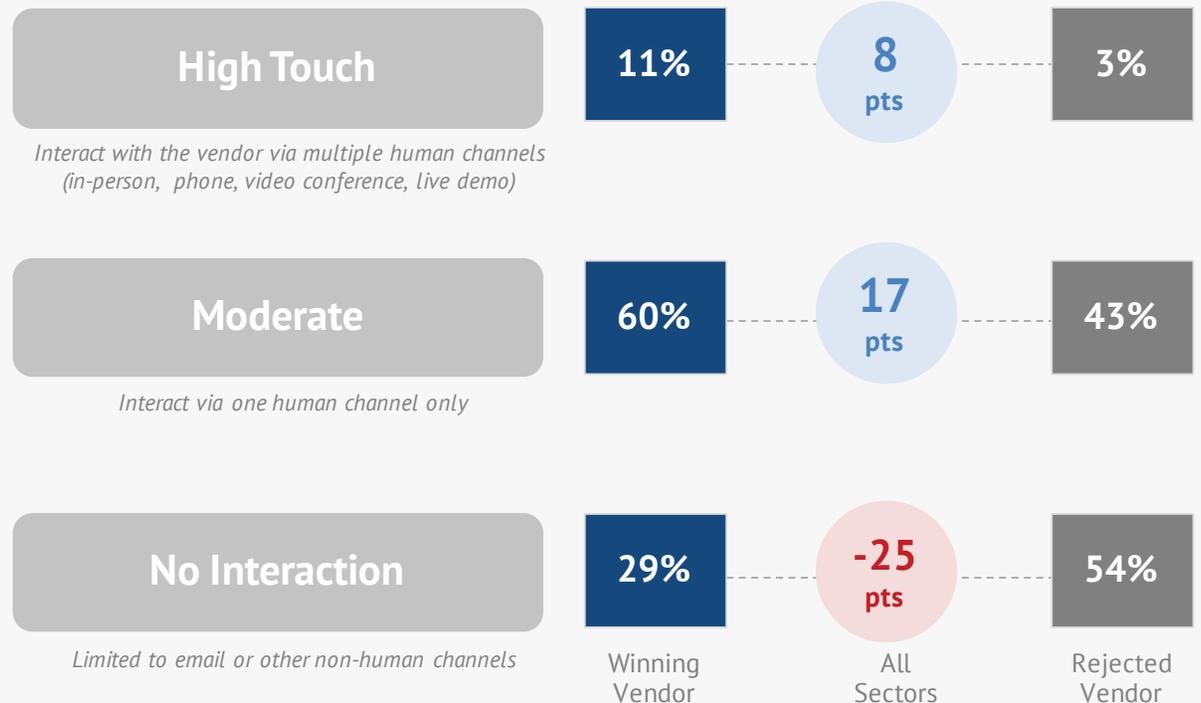
The Power of Touch in B2B Sales

More than three-quarters of buyers who purchased solutions priced upwards of \$500,000/per year said they met with their winning provider in person.

The losing providers for similar-sized deals had in-person contact with just 55% of potential clients. **It's clear providers willing to travel to meet the buyer in person have an advantage.**

See the next page for some related quotes from the respondents.

Winning Vendors Interact with the Buyer More Often and Across Multiple Human Channels



“The engineer offered to do a meeting that day at our offices. Made us feel that they really wanted our business and would provide good after sale support. They got the business.”

“They came to our site a few extra times that were not scheduled, and in fact even came to see the data center moved to their platform personally and answered any questions we had.”

“When we had questions that were too technical, they had a customer engineer join the call instead of saying they would get the answer and call us back. The engineer offered to do a meeting that day at our offices.”

Survey Responses from B2B Buyers

Lesson 4:

Value drives contract size. Ask prospects about the value your reps deliver.

Improve your sales pipeline management by asking prospects to rate the value your reps deliver in person. You'll be able to coach the reps in the areas they need it most, so you can help your team deliver more value overall.

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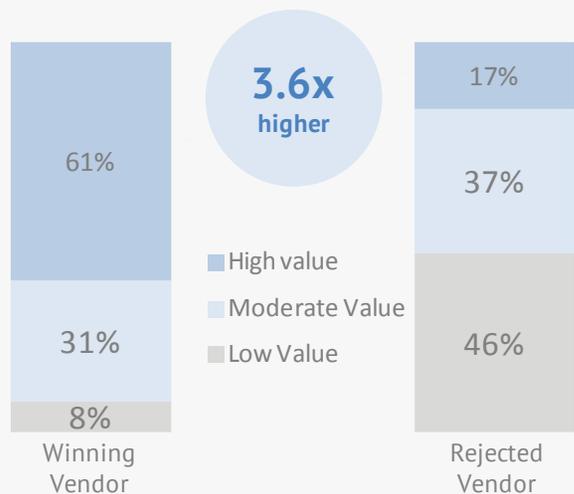
Predicting Buyer Behavior

A buyer's perceived meeting value is a powerful predictor of their decision to buy. Almost **six times as many** decision makers say meetings with the rejected vendor had little to no value, compared to meetings with the successful vendor.

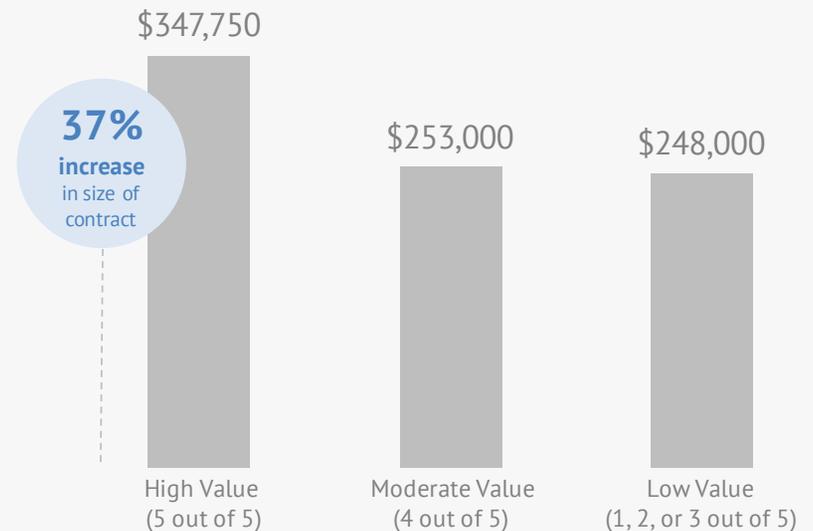
By contrast, winning vendors deliver valuable meetings more than **3.5 times more often** than rejected vendors. While providers may win deals without delivering top value to buyers, there is evidence a perfect score is associated with more revenue.

We also found buyers who rate their interactions with sales reps as a valuable use of time (or "5 out of 5") sign contracts that are, on average, close to \$100,000 larger than those who rated rep interactions as being a good use of time (or "4 out of 5").

The Value of Meetings Drives the Purchase Decision



The Value of Sales Meetings Correlates with the Size of the Resulting Contracts



Lesson 5:

Five behaviors lead to value. Build them into your sales management strategy.

Our research shows five behaviors are highly correlated to the value reported by B2B buyers in the sales process, across industries. Because more value means a better win rate, it pays to focus on responsiveness, preparation, listening skills, knowledge, and unexpected insights.

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Delivering Customer-Centric Value

Knowing more about the buyer journey, how can B2B providers ensure sales teams deliver superior value during interactions with prospects?

In the early stages of the buyer's journey, prospects spend time learning about providers. However, when buyers reach out for human interaction, they're ready to have their tough questions answered, to get to know the people they'll be partnering with, and perhaps most importantly, to turn the spotlight on them.

Value-added interactions have one thing in common: representatives from the provider make the prospect feel important. Our research has revealed five core behaviors that create superior meeting value.

These qualities give prospects the sense that they're at the center of interactions with sales representatives.

Customer-Centric Value Comes From These Five Sales Behaviors



Core Behavior	What It Means
Responsiveness	Reps follow up in a thorough, accurate and timely manner, before and after meetings.
Preparation	Reps do the required preparation work for the meeting (e.g., getting up to speed on the business, delivering what was promised based on prior meetings/conversations, etc.).
Listening Skills	Reps ask insightful questions and actively listen to understand the issues and challenges driving the buyer's needs.
Knowledge	Reps demonstrate an in-depth knowledge of solutions and services, and relate them to the buyer's current business strategy and needs.
Unexpected Insights	Reps provide value-added advice and guidance by adapting solutions, demonstrations, and materials to reflect the unique situation of the buyer.

“Demonstrated knowledge towards our business goals and anticipated business growth needs to address those needs.”

“He was very insightful.... Even though he didn’t know our specific business right away, once he caught on, the rest of the meeting flowed seamlessly.”

“They were very prepared and understood our business well.”

“...listen more intently and ask questions about my organization. Be interested in the company you want to do business with.”

“They were very quick in their responses and made me feel as if I was the only company they were working with.”

Survey Responses from B2B Buyers

Lesson 6:

Value leads to future advocacy. Happy buyers turn into happy clients.

Include the prospect experience in your company's customer experience strategies. By thinking of the buyer's journey through your sales process, you'll not only be able to drive value and close more business, but also turn buyers into customers who promote your company to others.

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The Value of Effort

Our research into *B2B client experiences* shows that above-and-beyond behaviors by employees leads to greater client engagement, loyalty, and Net Promoter Scores. But do above-and-beyond behaviors influence a *B2B buyer's* decision and overall impression of the company?

We found around half of buyers report that a representative from their chosen provider did something special—gave extra effort or offered help in an unexpected way—during the sales process.

And the proportion of buyers reporting this behavior increases as the size of the contract grows.

Furthermore, overall ratings of meeting value are correlated with above-and-beyond experiences.

Reports of high-value meetings tend to come from buyers who had above-and-beyond experiences, while reports of low-value meetings tend to come from buyers who weren't pleasantly surprised by their reps.

	Meeting Value			Size of Contract	
	High Value	Moderate Value	Low Value	Under \$100,000	Over \$100,000
Rep went above and beyond.	55%	46%	41%	45%	55%
Rep did not go above and beyond.	45%	54%	59%	55%	45%

What Is Above and Beyond?

Clearly, doing something special and going above and beyond makes a difference to buyers.

But what does a representative need to do to make prospects aware of their extra effort? What does “above and beyond” effort look like?

The 51% of participants who report they experienced extra effort defined that effort with four key themes:

1. **Communication**
2. **Personalization**
3. **Attitude**
4. **Thoughtfulness**



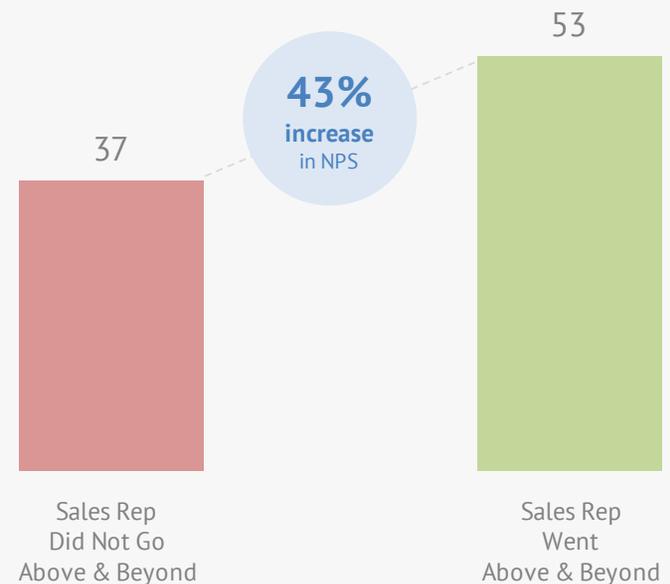
Theme	Sub-themes	In Their Words
Communication	<ul style="list-style-type: none"> • Excellent follow-up • Listened to problems and needs • Right amount of correspondence/status updates • Thorough and clear explanations • Responsiveness • Availability 	<ul style="list-style-type: none"> • “Took a lot of time to speak to several departmental heads, asking insightful questions, to find out what services would suit us best – without overselling services we didn’t need.” • “They were extremely responsive to each of our requirements and changes.” • “They were on call at anytime to address any concerns or misgivings... making themselves available all the time for questions.”
Personalization	<ul style="list-style-type: none"> • Right amount of personalized samples and demos • Personalized solutions • Excellent presentation 	<ul style="list-style-type: none"> • “They personally delivered the presentation that was tailored to the issues that we face.” • “They ran customized scenarios for us to show us firsthand how they could accommodate special requests.”
Attitude	<ul style="list-style-type: none"> • Welcoming • Interested • Wanted our business • Authentic • Personable • Candid 	<ul style="list-style-type: none"> • “It surprised me how good they were and how interested they are.” • “Did not go over the top to get the deal; was down-to-earth, regular person, professional and knowledgeable.” • “They said they wanted our business and were willing to work very hard to get it and to keep it.”
Thoughtfulness	<ul style="list-style-type: none"> • Brought food • Took to lunch • Entertained us • Gift baskets • Thank you card • Attended our company events 	<ul style="list-style-type: none"> • “They sent a basket of food when I was sick.” • “They actually hosted a company-wide golf outing to celebrate our company’s 15th anniversary.” • “They sent a hand-written thank you card.” • “They spent time at our company functions; trying to immerse themselves as part of the group here so they could build a rapport.”

The Effect on Client Promotion

The chart here shows that behaving in some of the ways referenced earlier—from delivering personalized solutions, being personable and genuine, being responsive and available, and surprising the client with a thoughtful gesture—leads to higher NPS once the prospect becomes a customer. **NPS scores increase by more than 40% when above-and-beyond behaviors are exhibited by the sales rep.**

Thus, once the work begins under the new contract, buyers who have experienced extra effort during the sales cycle are more engaged clients. They are also more likely to say they love working with the company, and more likely to be promoters of the company to others—by spreading positive word-of-mouth.

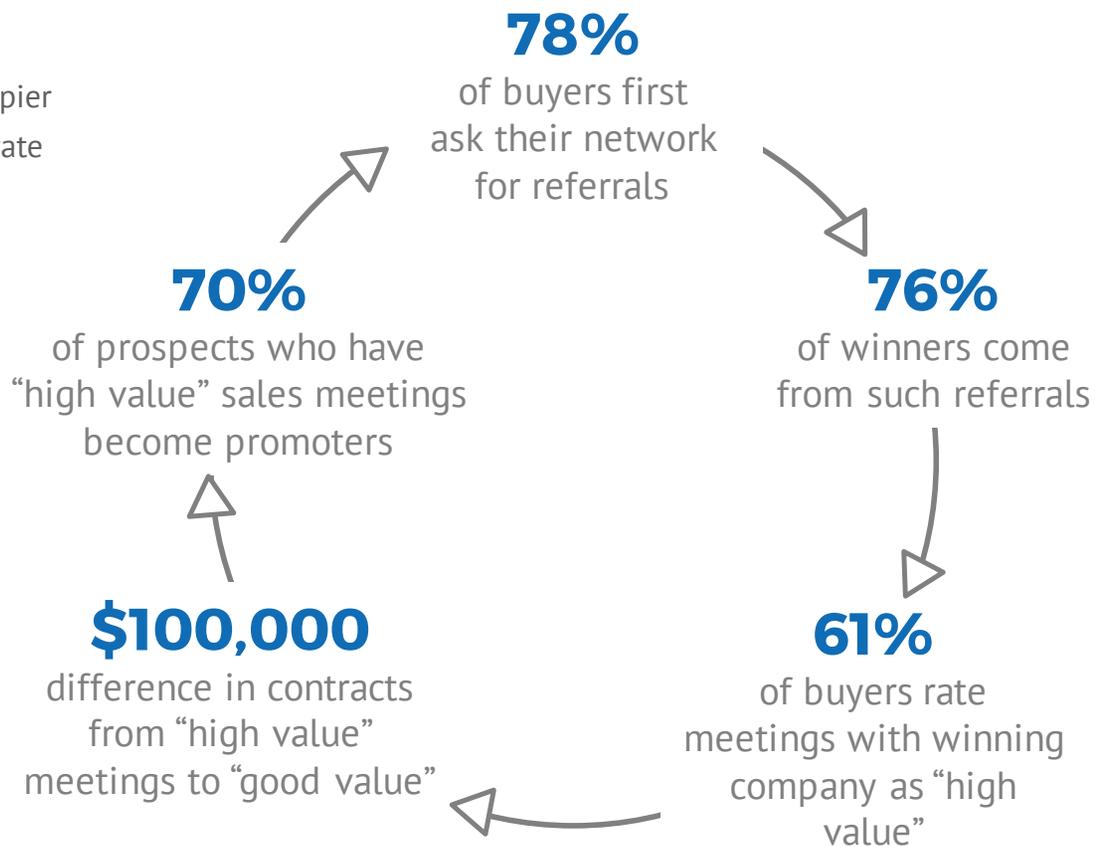
Client Net Promoter Score
(After Work Has Begun)



The Champion Cycle

We see a Champion Cycle at play. Recommendations and word-of-mouth give companies an advantage in the sales process. But we also know that a value-added sales experience can lead to higher client advocacy.

That means a better Prospect Experience leads to happier customers, who will promote your company and generate more sales leads.



Lesson 7:

Buyers want to give feedback. Use sales management software to collect it.

A formal Authentic Prospect Voice™ solution will help you deliver value during the sales process in order to increase win rates, grow revenue, and create more advocacy among your client base.

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Asking for Feedback

Many B2B companies actively manage their client experience by listening and responding to client feedback after the sale. We were curious to understand how many companies were requesting and responding to feedback **during the sales cycle**—before clients sign the contract.

Perhaps unsurprisingly, we learned very few companies seek formal feedback from their prospects during the sales process.

We see significant opportunity for all B2B companies to learn from their potential clients, especially given these findings:

- **7 in 10** prospective clients have never been asked for feedback on the sales experience.
- **90%** of those who were asked said they took the time to respond.
- **81%** of those who have never been asked said they would definitely or likely respond.

We received positive responses in regards to how requests for feedback make buyers feel about providers.

The comments on the following page speak to an impression of added value, as buyers are invited to share perceptions and suggestions for improvement.

“Only one company asked for the feedback which we were happy to provide. This is the company we ultimately chose.”

“It made me feel that they were truly interested in finding out how our process went from start to finish.”

“It made me feel like they cared about what we thought and took process improvements seriously.”

“The request gave me more confidence in their abilities and desire to work with us.”

“They care about how their sales and marketing is presented to potential clients and move to improve the process.”

“It made me feel like they were really concerned about the level of service that their representatives were supplying, and that they were being well-represented.”

Survey Responses from B2B Buyers

What's Next?

So far, we've covered the following seven lessons, as well as the underlying data supporting each:

- 1. Reputation carries the most weight.**
- 2. Buyers learn (a lot) before buying.**
- 3. People drive decisions.**
- 4. Value drives contract size.**
- 5. Five behaviors lead to value.**
- 6. Value leads to future advocacy.**
- 7. Buyers want to give feedback.**

But moving forward, how can B2B sales leaders use those lessons to their advantage? How can sales managers ensure that their sales reps are delivering value to their prospective buyers in every stage of the buyer journey?

In the next section, we've created a summary of key actions and opportunities for sales leaders in B2B industries.

Moving Forward

Sales leaders must design, deliver, and manage a valuable Prospect Experience.

If they are successful in taking on this challenge, it's clear they'll see the benefits outlined in this paper—namely higher close rates, larger contracts, and higher Net Promoter Scores.

Designing the Prospect Experience

We know that B2B buyers are educated about their problems and the potential solutions when they begin dialogues with providers. But ultimately, they'll choose the provider that makes them feel important—the companies with the most customer-centric experiences. To create this feeling in your buyers, your Prospect Experience (PX) and your modern sales team need to deliver the following six elements:

1. Multiple human interactions.

- Your contact should include options for phone calls, live demos, video/web conferences, and in-person meetings.
- *In other words, make sure to avoid the tendency to handle everything via email.*

2. Consistent follow-up after all human interactions.

- Document your discussions after they happen.
- Send prospects what was promised, when it was promised.
- *Make sure to be quick about it too.*

3. Evidence of preparation during interactions.

- Your sales team should do their homework on prospects, their behavior, and their companies.
- *And they should be able to show their work.*

4. Knowledge that positions your people as subject matter experts.

- Buyers are looking for people who are highly knowledgeable about your industry, company, and products and services.
- *Buyers want to know you're capable.*

5. Insightful and consultative points of view.

- Your sales team should not shy away from providing additional insights, advice, or guidance during the sales process.
- *Buyers have pain points that you may not be able to solve, which is OK.*

6. Unexpected gestures that show you care.

- Thoughtful gestures or actions can demonstrate your interest and desire to help buyers with their issues, challenges, or opportunities.
- *Make the experience personal.*

Delivering the Prospect Experience

Once you have designed the Prospect Experience (PX), including the core elements listed above, you need to consistently deliver on that promise. Here are methods to deliver a consistent PX:

- 1. Define and document the ideal PX.** Start by documenting the ideal buyer's journey. Make sure to define when in-person interactions should take place. Document steps and available resources to prepare for meetings. Include examples of exceptional follow-ups and PX victories.
- 2. Hire to deliver.** Adapt your recruitment processes to select future sales representatives for their proven capacity to exhibit the five core behaviors.
- 3. Improve on-boarding and training.** Your sales teams must clearly understand the PX you intend to deliver, as well as their role in delivering it. You should build training curriculum around the five core behaviors and above-and-beyond effort.
- 4. Make coaching an ongoing process.** Training will help you build skills and habits around customer-centric selling and help you deliver value in every meeting. However, you'll also need to measure and coach to these skills regularly. Creating a sales management system that includes ongoing coaching will increase the return on your training dollars.

Managing the Prospect Experience

Similarly to the Customer Experience, consistency is essential to the success of your Prospect Experience (PX). Variable value across sales reps will mean variable close rates, which will make it more difficult to manage pipeline.

This research points to an opportunity for B2B providers to actively listen to, respond, and manage the PX through sales management software, specifically an Authentic Prospect Voice™ program.

Buyers want to weigh in on time spent with your sales representatives. Receiving feedback will also benefit your sales leaders by:

- Revealing opportunities to intervene and course correct in the event a meeting did not deliver value, or if the prospect is on the fence.
- Better predicting pipeline and close rates. (Remember: a “5 out of 5” on meeting value increases the likelihood of a deal closing by a magnitude of 3.6.)
- Accurately measuring the return on their investment in sales training.
- Better directing their coaching efforts to the behaviors most in need of improvement.

To meet this need, new sales management software solutions are emerging to support B2B sales professionals.

[Authentic Prospect Voice](#), our Salesforce.com prospect feedback plugin, supports companies in capturing feedback from prospective clients at key moments during the sales cycle.

When our clients receive less-than-perfect scores, Authentic Prospect Voice helps them course correct and turn lost deals into wins. It helps them use feedback to identify their top performers and better focus their training and coaching investments. It helps them use ratings and non-responses to help them more accurately predict pipeline and close rates.

We invite you to [learn more about Authentic Prospect Voice by clicking here](#), or by contacting us through our website. Even if we don't hear from you, we wish you the best in improving your Prospect Experience.

Thanks for reading.

Want to **earn** more?

Authentic Prospect Voice (APV) helps teams design, deliver, and manage the Prospect Experience.



[Click here](#) to get another free eBook.

[Click here](#) to visit the APV™ webpage.

PeopleMetrics®



About PeopleMetrics

We help organizations listen and respond through the entire customer journey—from their time as prospects throughout their lifetime as customers. Let's talk about how we can help your business improve customer experience.

Sound good? Visit our [website here](#).

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