



# Understanding the Buying Brain

9 Insider Tips for Sales Professionals to Boost Win Rates



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With the pandemic throwing a wrench into the traditional sales process this past year and sales professionals finding it harder to close revenue each month, sales velocity and win rates have taken on heightened importance. What are successful companies doing to combat stalled revenue growth? We asked an expert to weigh in.

Mark Stuyt, Chief Engagement Officer at [Neural Impact](#), shares his insider advice to help you tackle sticky areas in your sales process to increase deal size, accelerate sales velocity, and boost win rates in this recovering pandemic economy and beyond.

## 1. People matter. Boost win rates with the right hires.

Have you assembled the best team for the job? Different types of deals require different sales personalities.

- Larger, multi-stakeholder deals are well-suited to individuals with a hunter/challenger mindset who are comfortable with conflict
- For smaller, simpler deals, the hardworking mindset is ideal (typically an SDR role)

## 2. Repeatability, repeatability, repeatability

***Repeat after me: ALL content that accelerates the sales cycle should be standardized and shared.***

Why waste precious time and resources starting from square one for every deal? Standardized content accessible to all team members in one place (e.g., alignment emails, demonstration plans, highlight videos, Q&A, proposal content) can be optimized for specific industry use case scenarios—giving you more time to spend on revenue-generating activities and keeping you one step ahead of your competition.

## 3. Are you talking to the right people? Are you at the right altitude?

Think about who you bring into the discussion. Every small transactional deal will have a “How” stakeholder and a “Why” stakeholder—and deals over \$50K typically bring in more “What” stakeholders.



***Are the right players at the table? Don't waste precious time and resources engaging with the wrong people.***

- “What” stakeholder = Technical/IT role
- “How” stakeholder = Operational User
- “Why” stakeholder = Business Decision Maker
- Every complex deal should involve a VP of Sales, Owner, or other executive engagement, even in a small transaction

#### **4. It's a question of time**

How much time are you spending interacting with prospects vs. the deal size at stake? Put your focus where it counts.

Rough rule of thumb:

- 5 or fewer major interactions for deals less than \$50K
- 6-12 interactions for \$50-\$500K opportunities
- 12+ interactions for \$500K+ deals



#### **5. Specialization is your secret weapon**

Strive for specialization. By specializing by industry, by buying segment (e.g., small business vs enterprise), or by product/solution, you can educate prospects and provide insights instead of simply servicing the buying cycle. Teaching your prospect something new that you learned working with other similar clients helps establish you as a trusted advisor and a partner in their success.

#### **6. Are you making the Primacy and Recency Effect work for you?**

You win deals at the beginning, and at the end, of the prospect's buying journey—never in the middle. Have you clearly articulated the pain, the risk, and the project impact to your buying committee at both the beginning and the end of your sales process? Nobody likes proposal pricing surprises.

## 7. Does your RFP response and proposal creation process hum like a well-oiled machine?

Get good—really good—at responding to RFPs. Create an emotional arc in your business-critical documents that articulates your prospects' business challenges and current-state operating metrics. Be able to clearly communicate business value, industry awareness, and competency while demonstrating that you can solve their problems in an expedited way. Every. Single. Time.

Keep in mind that good RFP responses start with a strong sales discovery process and rely on a robust, streamlined proposal management process to respond efficiently and effectively to the client. While proposals might not be sexy, they can certainly lead to lost deals if they're unstructured, confusing, or sloppy.

## 8. Save the CEO trump card for when you really need it

If prospects have access to your CEO/leadership at the start of the sales process, they will always expect that access—and then your sales professionals will be rendered irrelevant for the balance of the buying cycle. Bring the CEO in for large deals only at the end.

## 9. Don't leave money on the table!

If you're unable to articulate the business value and customer benefits of your solution, you definitely won't be able to defend your price at the negotiation table. Build a business case that fully supports your ask so you can close the deal with confidence every time.



# Need help automating your proposal process

In today's strained economic climate, resources are limited yet the pressure to make a great impression on every proposal opportunity you get has increased.

As remote work continues to soar, the proposals and other business critical documents that you send to prospects and clients act as the "face" of your company. If they're well presented, these documents have the power to set you apart from the competition and help you win more business.

Fortunately, Qorus, cloud-based proposal management software, enables teams to quickly respond to RFPs and create personalized, professional-looking proposals in minutes instead of hours, directly from Microsoft Office apps and popular CRM systems.

**Check out our demo to see how Qorus enables 5x Faster RFP response.**

**SEE QORUS IN ACTION**



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