



KORN FERRY

BE MORE THAN

# HOW TOP SALES TEAMS ARE BEATING THEIR PEERS

## IN 2024

Elevate your sales team to new heights with these tried-and-true strategies that keep high-performing organizations ahead of the competition.

We surveyed **282 sales leaders** from **32 countries** across **12 industries** to find out how top selling teams close a sale and outperform their rivals.



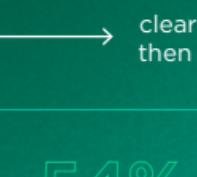
### USE SOLUTION SELLING



VS



use solution selling - that is, positioning their offering as a solution to the customer's problems



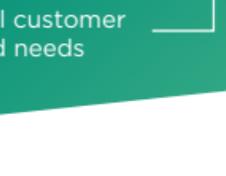
VS



clearly articulate how the solution then matches the customer needs



VS



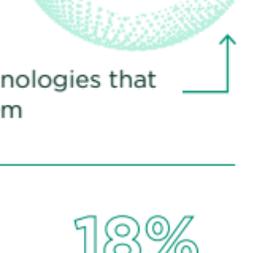
use questioning skills to reveal customer needs, including unrealized needs



### EMBRACE TECH



VS



successfully use the sales technologies that are available to them



VS



say their sales technology stack effectively addresses their selling challenges



VS



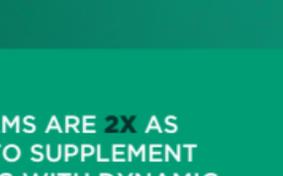
effectively use call planning tools to prepare for customer interactions



### INVEST IN TRAINING



VS



per salesperson annually on training

TOP TEAMS ARE **2X AS LIKELY TO SUPPLEMENT TRAINING WITH DYNAMIC MANAGER-LED COACHING**



### COLLABORATE WITH OTHER TEAMS



VS



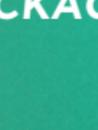
collaborate with customer service



VS



when it comes to delivering a high-quality customer experience



### ALIGN COMPENSATION PACKAGES



VS



have compensation plans well-aligned to their sales strategy



VS

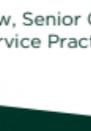


believe their compensation plan is fair



### BECOME TRUE PARTNERS

**48%** Sellers who achieve trusted partner status achieve **48% higher quota attainment** and **25% higher win rates** than those who are merely approved vendors



“Buyers don’t want to be sold to, they want to learn something. That means you need people in your team who are strategic thinkers and who can have strategic conversations with their clients.”

Mark Grimshaw, Senior Client Partner, Global Sales & Service Practice at Korn Ferry



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FIND OUT HOW OUR SOLUTIONS CAN HELP YOU BUILD A TOP-CLASS SALES ORGANIZATION.

GET IN TOUCH

Korn Ferry is a global organizational consulting firm. We work with our clients to design optimal organization structures, roles, and responsibilities. We help them hire the right people and advise them on how to reward and motivate their workforce while developing professionals as they navigate and advance their careers.

Business advisors. Career makers.

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