

# TOP 12

## sales practices for 2022

Based on our global survey of 1,100+ companies, we identified 12 practices that are used by **world-class sales organizations.**

*Finessing these will help your sales organization raise your quota attainment, revenue attainment, and win more deals.*



# 1

### Planning makes perfect

**PLAN SALES CALLS MORE EFFECTIVELY. SELLERS ARE BUSY PEOPLE.**

So, make the most of every minute with a call planning tool that integrates your workflows and technology. And train sellers on using it.



# 2

### Change your spots

**YOU WON'T SUCCEED WITH ONE-SIZE-FITS-ALL.**

Instead, align your sales methodology with your buyer's journey, and adjust your approach based on their feedback.



# 3

### Talent matters

**CLOSE WORKFORCE GAPS WITH A TALENT STRATEGY.**

The right strategy accelerates sales because it puts the right people in the right position. Hire for future needs and consolidate talent oversight under sales.



# 4

### Facts over favorites

**DON'T RELY ON SUBJECTIVE OPINIONS FOR INTERNAL HIRES.**

Instead, formalize your hiring process with objective assessments, and you'll make smarter hiring decisions.



# 5

### Look beyond the numbers

**SALES QUOTAS DON'T TELL YOU THE WHOLE STORY OF WHAT A "GOOD" SELLER LOOKS LIKE.**

To get the full picture, use external benchmarks and data-driven assessments to understand what's behind top sellers' performance and how to replicate this.



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## Embrace difference

**DIVERSE, INCLUSIVE ORGANIZATIONS PERFORM BETTER THAN THEIR PEERS.**

Ensure your sales leaders and managers lead with purpose, eliminate subjective people processes, and create development plans for individuals from under-represented groups who show potential.



## Big data, big wins

**YOUR TECH STACK DELIVERS A LOT OF DATA.**

Use it right and you'll know with certainty how deals move, identify sellers' weaknesses to address with targeted coaching, and replicate winning selling behaviors across your salesforce.



## Quality not quantity

**IMPROVE YOUR DATA QUALITY BY CLEANSING YOUR EXISTING CRM DATA.**

Then set a framework that governs where and how you store your data, defines what data you collect and retain, and assigns ownership of your data strategy.



## Collaborate to dominate

**ALIGN SALES MANAGEMENT, OPERATIONS, AND ENABLEMENT.**

These three functions often operate independently. Create a coalition by finding new ways to work together, creating an environment that welcomes dialogue.



## Don't guess, know

**ESTABLISH A RIGOROUS SALES FORECASTING PROCESS.**

Stop relying on gut instincts and move toward an objective approach that relies on your CRM data. Schedule regular forecast reviews to keep everything up to date.



## Get on the same page

**ALIGN SALES, MARKETING, AND CUSTOMER SERVICE.**

These teams frequently operate from a silo. To ensure these groups maintain their focus on your buyer, share data and set up regular meetings.



## Never stop learning

**FORMALIZE THE COACHING PROCESS.**

The most effective coaching is well-structured, planned, and calendared. Define what coaching is, then set a consistent schedule.

For more information, download the full [world-class sales practices report](#).

Not sure where to start?

[Contact us](#) to partner on your journey towards becoming world-class.