## Linked in

Three deep sales habits that top B2B sellers do to crush their quota





## consistently exceed their number? We were curious too.

What do the rainmakers do to

We worked with Ipsos, a world-class

market research firm, to ask over 2,000 sellers globally about what they do every day. Out of 104 different behaviors that B2B sellers do every day, we identified 10 of the real needlemovers — that we then summarized into 3 simple habits.

which is simply another way to say these are the best practices of top performers. Here's what we found. Cue the mic drop.

We call it the **deep sales approach**,

### Sellers that do most, if not all, of

Deep sellers win

these behaviors are top performers, or what we call deep sellers.

> Deep sellers have nearly

the chance of exceeding their quota vs shallow sellers

Only

of sellers alobally are deep sellers We applaud you.

#### Sellers who don't do any of them, or maybe only a few, are low

Shallow sellers don't

performers, or shallow sellers. Shallow

sellers are more than

more likely to miss their quota vs. deep sellers

of sellers globally are shallow sellers

A whopping

We are here to help.

# or best practices, are proven to pay off

3 deep sales habits,

2 Identify and build key buyer relationships

accounts

Prioritize high potential

- Find hidden allies and timely intel for relevant outreach



### with the power of Al and you're in the order taking business.



of sellers agree that Al will help them do their job better

the chance to do more fulfilling work, and to do that work more easily and effectively with others.

work that is more human than before, giving us



Ryan Roslansky,

CEO, LinkedIn

### unlocked Sales intelligence tools, like our very own Sales Navigator, are helping deep sellers throughout the entire sales process — particularly when

they are identifying the right

Deep sales + AI +

Sales Navigator =

sales superpowers

accounts to pursue. Sales Navigator, powered by Al Sales Navigator surfaces key signals and hidden allies to unlock

conversations with the people that matter. It's powered by one billion LinkedIn members and assisted by

Generative Al.

appreciate in the sellers they work with.

Learn more at: <a href="https://bit.ly/3QZfQvH">https://bit.ly/3QZfQvH</a>

15% Shallow Sellers

within current accounts

62%

Deep Sellers



36%

## Here's what they like

What sellers need to do to increase purchase likelihood,

While technology is helpful, the foundation of all successful sales is a strong

human connection. Here's what over 500 B2B buyers say that they expect and

Demonstrate a clear understanding of our business needs

25%

Demonstrate a clear understanding of our industry/competitors

Reach out to me when

I'm considering a new product or service

according to buyers

Here's what they want from you

**Trustworthiness** 40% **Transparency Understanding of** 36% the industry

According to buyers the most valuable qualities in a seller are...

Have you ever read a research report Peek at the playbook and thought, "Ok, so what?" We top performers are have, too. using to exceed That's why we included a practical quota in 2024. guide to help you master the 10 steps to sales success. Here are three, but you'll need to get the whole playbook to get the rest of them.

Barney Brown, Global Head of

Amazon Web

Services

Sales Enablement,

Percentage of sellers who do significantly more research before outreach than they did 12 months ago. 1 Prioritize industry **Shallow Sellers** research to give you a real edge

2

3

Identify the

best time to

Utilize a warm

Although we use the term artificial intelligence,

nothing about the buyer-seller relationship

question is, "How can generative Al help our

account teams become more effective and

relationship skill?"

productive, so they can double down on their

**should be artificial**. It should be genuine. The key

**Deep Sellers** 

outreach to **Shallow Sellers** increase your chances of engagement

type of seller

**Deep Sellers** 

**Deep Sellers** 

Percentage of warm outreach utilized by each

**Shallow Sellers** reach out to a 23% decision maker based on alerts

Identify the best time to reach out to a decision

maker based on the search alert setup on...

Dive into the playbook to learn more. https://lnkd.in/deepsales2024

