

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



What do the rainmakers do to consistently exceed their number?

We were curious too.

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.

We call it the **deep sales approach**, which is simply another way to say these are the best practices of top performers. Here's what we found.

Cue the mic drop.



3 deep sales habits, or best practices, are proven to pay off

- 1 Prioritize high potential accounts
- 2 Identify and build key buyer relationships
- 3 Find hidden allies and timely intel for relevant outreach

Deep sales + AI = supercharged sales

Combine the deep sales approach with the power of AI and you're in the order taking business.

81%

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

“ AI is starting to usher in a new era for work. I believe we are in the early days of a world of work that is **more human than before**, giving us the chance to do more fulfilling work, and to do that work more easily and effectively with others. ”



Ryan Roslansky, CEO, LinkedIn

Deep sales + AI + Sales Navigator = sales superpowers 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 accounts to pursue.

Sellers using sales intelligence tools to identify white space within current accounts

15% Shallow Sellers

62% Deep Sellers

Sales Navigator, powered by AI

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 AI.

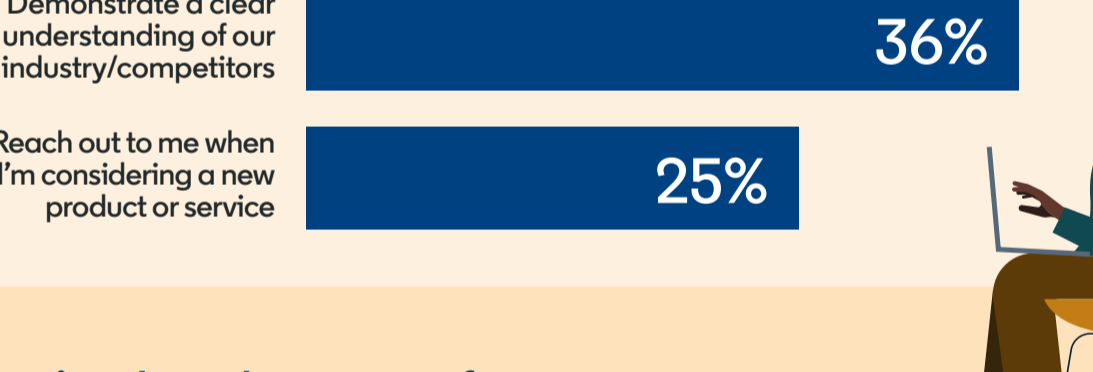
Learn more at: <https://bit.ly/3QZfQvH>

Buyers appreciate informed, trustworthy, and transparent sales partners.

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 appreciate in the sellers they work with.

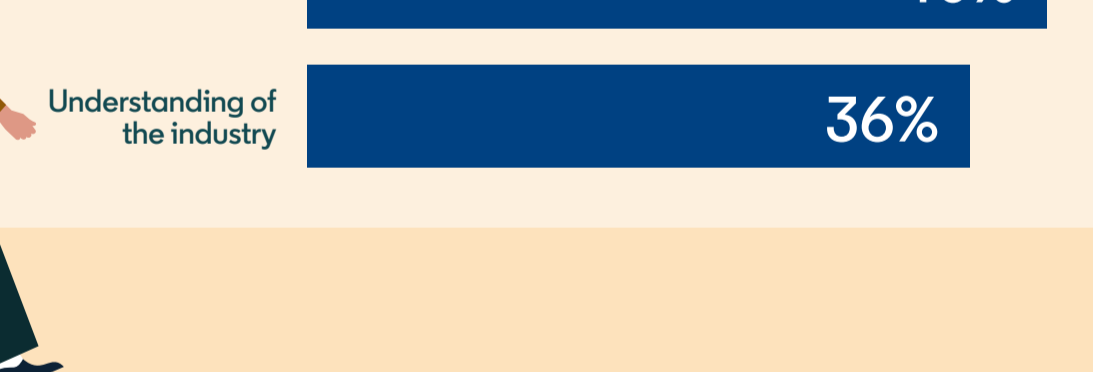
Here's what they like

What sellers need to do to increase purchase likelihood, according to buyers

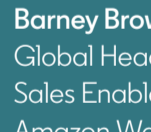


Here's what they want from you

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



“ Although we use the term artificial intelligence, nothing about the buyer-seller relationship should be artificial. It should be genuine. The key question is, “How can generative AI help our account teams become more effective and productive, so they can double down on their relationship skill?” ”

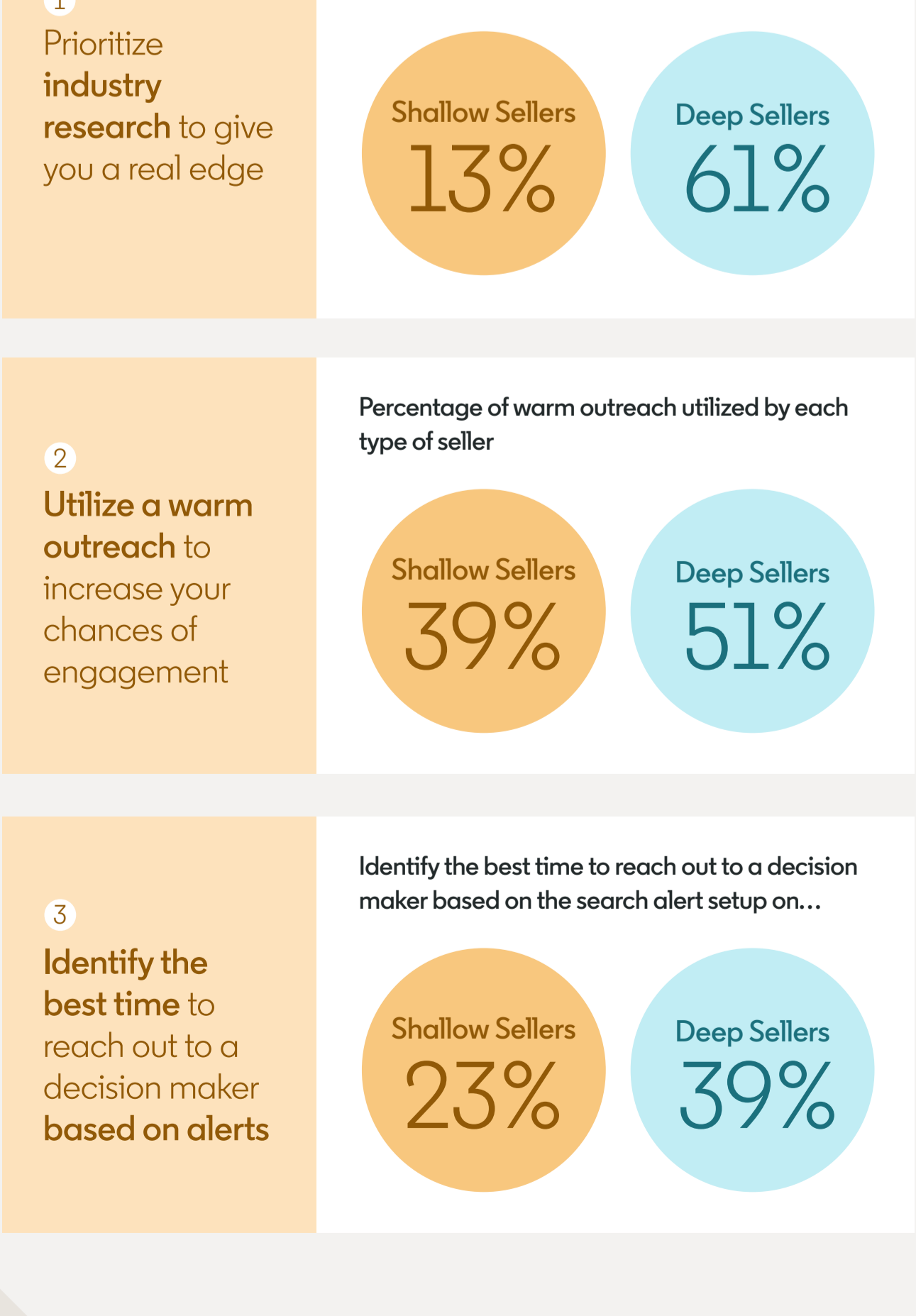


Barney Brown, Global Head of Sales Enablement, Amazon Web Services

Peek at the playbook top performers are using to exceed quota in 2024.

Have you ever read a research report and thought, “Ok, so what?” We have, too.

That's why we included a practical 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.



Dive into the playbook to learn more.

<https://lnkd.in/deepsales2024>

