

people.ai

The Secret Recipe To B2B Sales

New Reporting Reveals a Secret
Recipe to Closing Enterprise Deals
Over \$100K





Introduction

Every good meal starts with a recipe. The same can be said for an enterprise B2B deal. In fact, it's probably even more true.

You might be able to rummage through the pantry and spice rack and “bam” your way to cooking something edible, but without a solid plan of attack, and a firm idea of how to navigate a complex deal cycle, you're not going to be closing anything in enterprise B2B sales.

In this ebook we break down what makes up the recipe to close an enterprise deal, and present some interesting findings that will help you “kick it up a notch” this quarter.

Methodology

People.ai studied more than 50 million anonymous customer sales activities across industries that were focused on selling to enterprise B2B customers in the US. Information in this report was collected from Q1, Q2, and Q3 of 2018 and included data on average deal size, deal status, and number of contacts involved in an opportunity.

Executive Summary

The world of B2B sales is continuously evolving and becoming more complex. With the advent and introduction of new technologies and complex organizational buying units, it's essential for sales leaders to stay abreast of industry trends, theories, and technology, but not at the sacrifice of underlying sales principles.

One of the biggest challenges facing sales representatives is maintaining deal momentum. If a sales representative loses contact with the "influencers" in the buying unit, or their primary contact "goes dark," it could stall the deal and allow prospects time to shop competitors or find alternative solutions.

To drive sales team success, it's imperative for B2B sales leaders to coach to a high-touch, multithreaded sales approach. Sales reps should have a clear map of influencers and the buying unit within an organization, and make an effort to pull all relevant stakeholders into the conversation early in the sales process.

A multithreaded sales approach allows sales reps to control the sales process and not bind themselves to one stakeholder.

Having a Plan of Attack

 A Taoist master once told me that "winning first" means having earned self-confidence, having a plan of attack, and being wise enough to adapt or scrap that plan when situations inevitably change. B2B sales reps develop confidence when they have access to awesome information (especially about their buyers), but that information is even more valuable when it's easily interpreted so it can help them develop their own plan of attack. so they can adapt their tactics and strategies.



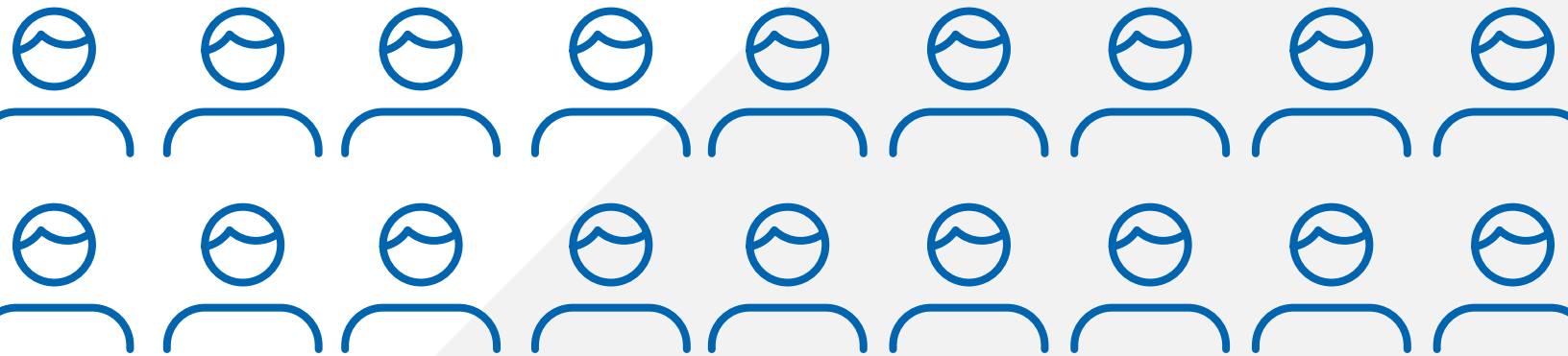
Dana Therrien
Service Director, Sales Operations Strategies

SiriusDecisions 

Report Findings Summary

In a recent double-blind study, People.ai found the first concrete data in support of the sales principle, that in B2B sales, there is a direct positive correlation between a multithreaded approach and the close ratio. Additionally, this finding is amplified by deal size. The larger the closed opportunity, the higher correlation between the number of contact threads and a closed-won deal.

The larger the closed opportunity, the higher correlation between the number of contact threads and a closed-won deal. [#TheSecretRecipeToB2BSales](#)

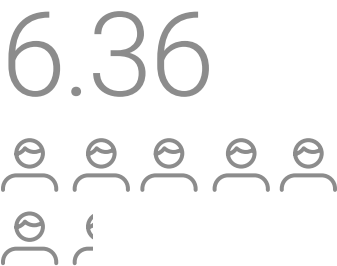


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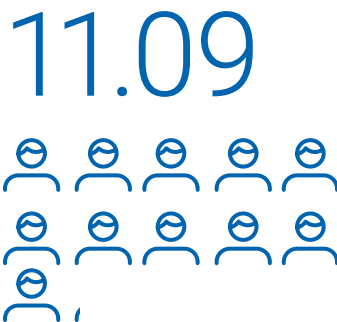
Report Findings

Deals That Closed Between \$50k to \$100k Selling to Enterprise B2B Prospects

The average number of contacts involved in an opportunity that is lost:

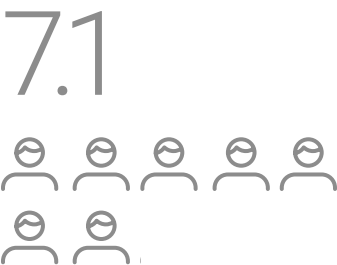


Average number of contacts involved in an opportunity that is won:

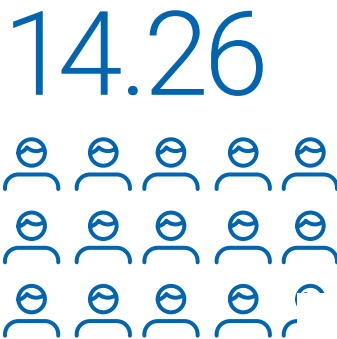


Deals That Closed Over \$100k+ Selling to Enterprise B2B Prospects

The average number of contacts involved in an opportunity that is lost:



The average number of contacts involved in an opportunity that is won:



Multithreading Influence on The Deal Outcome*

Deals worth between **\$50K-100K** have

+74.13%



more conversation threads than deals
that are lost

Deals worth over **\$100K+** have

+100.9%



more conversation threads than deals
that are lost

Multithreading

 I always coach my sales reps to have a high-touch, multithreaded sales approach when selling into the enterprise. People move companies, change departments, or simply get busy. Being single threaded in an enterprise deal ties your fate to the responsiveness of one individual. Keeping deal momentum and engaging the entire buying unit early can be the difference between a deal “going dark” or becoming “closed-won.”



David Singh
VP of Sales at People.ai

Are You Leveraging AI to Coach Your Sales Representatives?

Are the deals your sales reps working single threaded with a high likelihood to fail? Are they engaged with the right people at each stage of the sales cycle? Are you asking them, or are you monitoring?

With People.ai, sales leaders are able to increase organizational productivity, set competitive team goals and benchmarks, and reduce operating expenses across the entire revenue team. Sales leaders get an opportunity-level visualization where they can easily determine if reps are engaging the appropriate stakeholders during each stage of the sales cycle. This helps to mitigate the risk of a deal slipping through the cracks and improve overall sales reporting.

Ready to Unlock The Power Of People.ai?

People.ai's functionality provides a critical value to organizations as forward-looking sales executives look to augment and enable their teams with the best tools possible. With the addition of new data and accurate analytics, sales leaders inherently level up their ability to assist their go-to-market teams and accelerate their win rates.

Sales leaders at the world's most innovative companies now have unprecedented real-time visibility and actionable insights into their sales funnel and sales team's performance.

Companies like Gainsight, Tanium, Lyft, VMware, Okta, and Mulesoft choose People.ai to capture contacts,



With People.ai we were able to gain valuable business insights. We found trends that helped us identify at-risk deals before they happened, allowing us to hit our number quarter after quarter.

Scott Holden
Chief Marketing Officer, ThoughtSpot



Are you ready to start leveraging the power of artificial intelligence to close more deals?

Find out how People.ai helps Sales Leaders gain visibility, increase their team's productivity, and close more deals, by scheduling a demo of the People.ai solution today.

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