

5 WILDLY EFFECTIVE STRATEGIES THAT INSTANTLY INCREASE WIN RATES

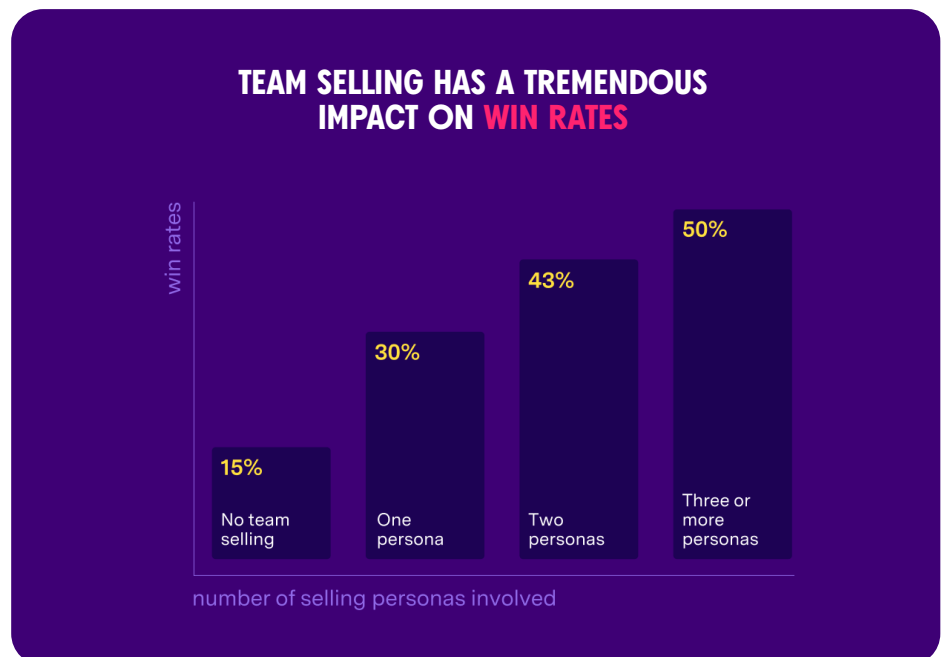
Here's how to have a record-breaking quarter with deals that are already in your pipeline. Implement these five tactics your pipeline will (almost) close itself.

01 DOUBLE DOWN ON BACKUP

Great teams rely on a wide cast of characters to support their wins. It's time to involve them in every deal.

Having just ONE additional persona (a sales engineer, sales leader, customer success manager, etc.) participate in the sales process instantly **DOUBLES** win rates. Want to increase that to a whopping 3X? Involve three or more personas for maximum results.

Make sure your reps know to Slack, ping, or ring their colleagues regularly. Get more faces on upcoming calls to make your deal bullet-proof.



02 GIVE BUYERS TIME TO THINK

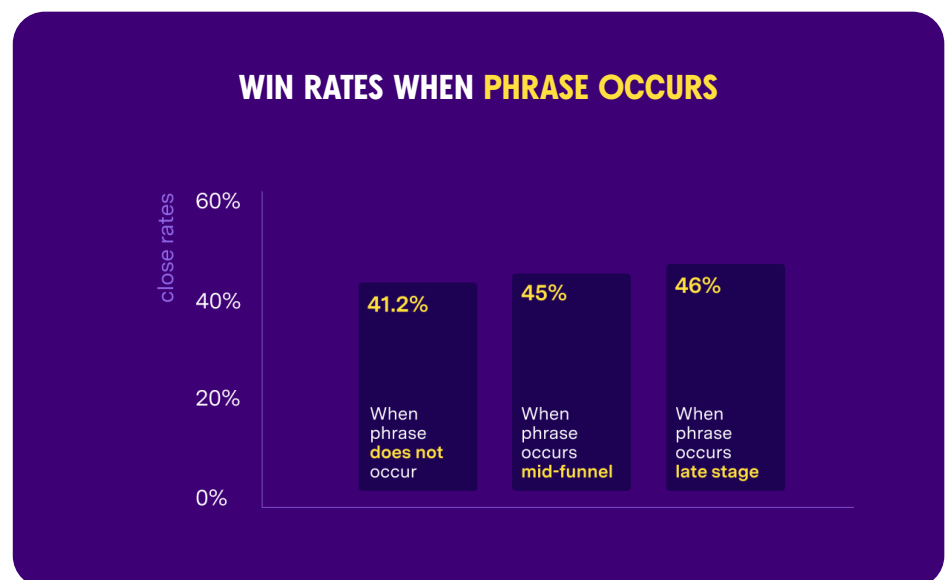
“They said they need to think about it.”

If your heart sinks on reading that, you’re not alone.

But this phrase isn’t necessarily a reason to worry. Win rates are actually higher when the phrase is used in mid- or late-funnel deals.

Why? The buyer truly does need time to think. It’s a sign they’re really engaging. (Surprising, right?)

Coach your reps not to take this phrase as a signal that the deal is dead. They need to give the buyer some space then follow up persistently. After all, the chances of winning just increased.



03 MAKE SURE REPS TALK MONEY

Reps can’t close a deal without discussing pricing. But how they handle pricing makes all the difference.

Win rates are 4.7x higher when pricing is discussed by phone and email rather than by email alone.

Here’s the formula every rep should use:

1. Initially, send the pricing via email for review only.
2. Then conduct **all** subsequent negotiations over the phone to ensure that nothing is lost in translation.

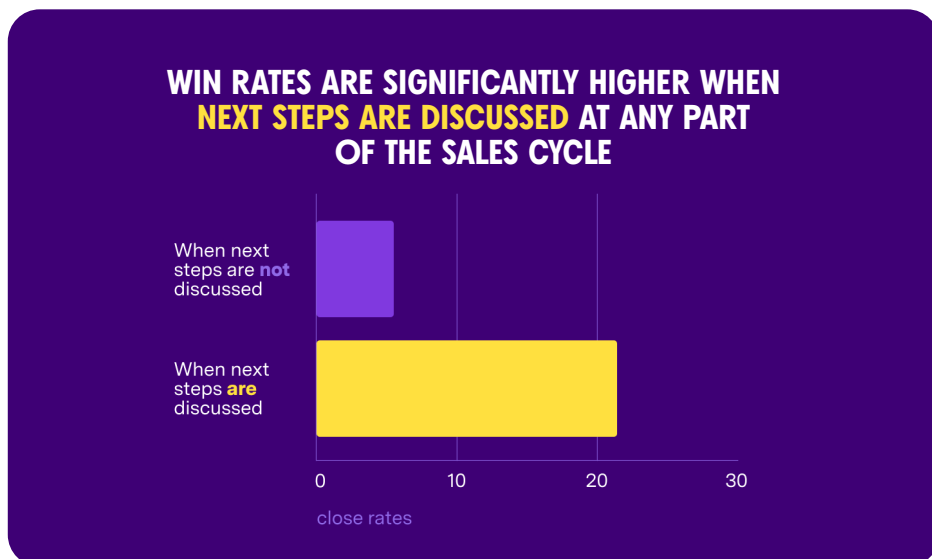
It's a strategy that pays off.



04 REQUIRE NEXT STEPS

Crystal-clear next steps are absolutely critical to every single deal. Make sure your reps know how important they are and how deeply they're tied to win rates.

Discussing next steps with buyers (aka, getting alignment) increases win rates by 4.4X.



Without setting next steps (a call, a meeting, an action item) there's a risk that the deal's momentum will come to a screeching halt.

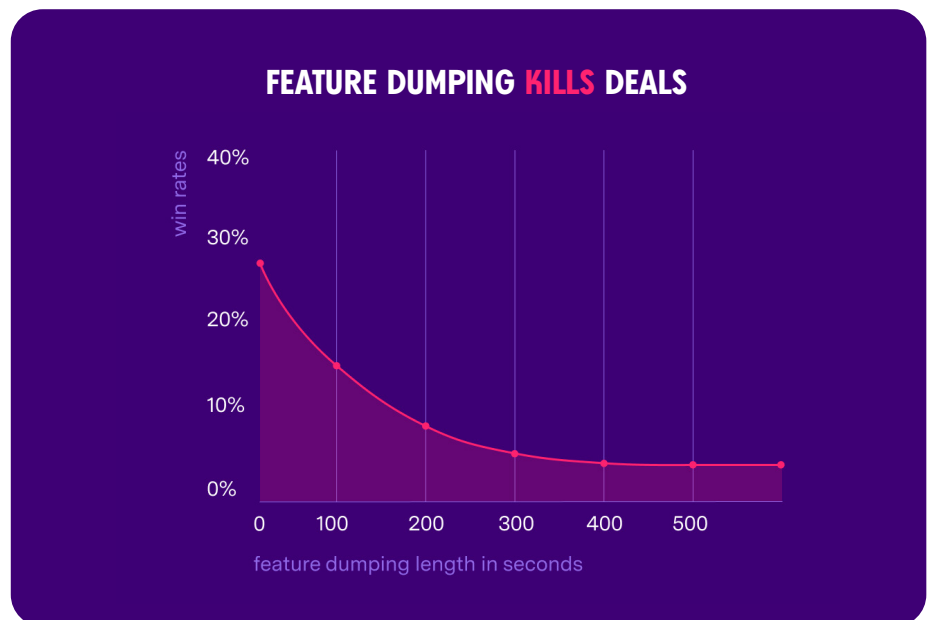
Make sure next steps are a required part of your sales process.

05 EMPHASIZE VALUE, NOT FEATURES

Despite reps' best intentions, feature dumping (i.e., focusing on features) kills deals.

Picture this: A rep jumps on a call and passionately tells their buyer about the latest bells and whistles in your product. Just one minute into their spiel, and they've dinged win rates by 5%. After two minutes they've cut their chances of winning in HALF.

Get your reps to STOP feature dumping. Instead, they should focus on solving their buyer's pain points. *That's* what demonstrates your product's value.



Implement these five techniques across your team and **your win rates will soar to an all-time high.**

Imagine what total visibility into customer conversations could do to your win rates. We'd love to show you.

[Book a demo](#)