

B2B sales: The essential checklist

Working in B2B sales is no easy feat; everyone has their own systems and processes to hit those revenue targets. But sometimes, the best sales tactics are simply the basics; let's strip back your current strategy and refresh our memories of sales essentials – there may be something you've forgotten along the way...

Know the differences between B2B and B2C sales

Understand what makes your role special, and use those B2B quirks to your advantage.

Remember AIDA

Awareness, Interest, Desire, Action. Grasp AIDA by the horns, and use it to propel prospects through each stage of your pipeline.

Focus on customer business needs

Almost 70% of B2B buyers feel their business needs are not adhered to; even the most experienced salespeople can forget this essential point.

Balance your connections

Remain memorable by balancing a business connection with a personal connection – an imbalance can end up costing you.

Don't be pushy

61% of B2B buyers continue to call for a less pushy B2B sales approach.

Stick to your word

If you've said you'll send a document over before the end of the day, then do it! Don't make false promises and undermined your professionalism.

Be polite

Manners cost nothing, and rudeness is inexcusable – remember, you're the one that needs something from the buyer.

Don't let a desperation for success lead the direction of your call.

Discover why Lead Forensics is used by 10,000 B2B sales teams globally. Identifying anonymous website visitors, and providing business information such as name, address and contact details for key decision makers, Lead Forensics offers sales teams the ability to follow up their hottest leads instantly, with an impressively tailored approach.

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GET STARTED

Get the best tools

Whether it's a CRM, social media or a lead generation solution, if a tool can help you perform better – then use it!