

# B2B sales: top tips from the experts

**LEAD** FORENSICS

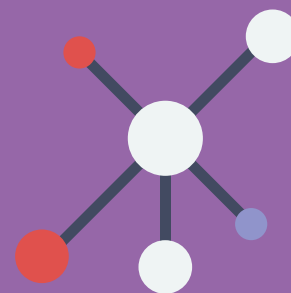
**FREE TRIAL**

The world of B2B sales can be tough, and to be successful you need to take the initiative to self-develop, set personal goals and strive for greatness. See what 5 of our favorite B2B sales experts have to say...

1

“ We need to expand our thinking about what’s possible ”

– This comes from Jill Konrath, a modern sales strategy leader, discussing how to land those big sales deals. She recommends we **change the language we use** to entice buyers, go for different decision makers, and use social media to create a network around the prospect.



“ Why not set the standard and let others try to catch you? ”

– Jeffrey Gitomer, “the King of sales” asks salespeople why they don’t take leadership over their competitors by telling prospects everything from the start. It’s not about having a leading product, it’s about **setting yourself up in the prospects mind as the leading brand.**

2

3

“ How are you helping? ”

– Simple but poignant, Andy Paul wants to ensure salespeople **always give prospects something of value** in every call, or else what’s the point? If you’ve worked so hard to get the prospects attention, why then launch into a pre-prepared script regurgitating information on your website?



4

“ Be both liked and trusted, [...] the person they know and want to see succeed. ”

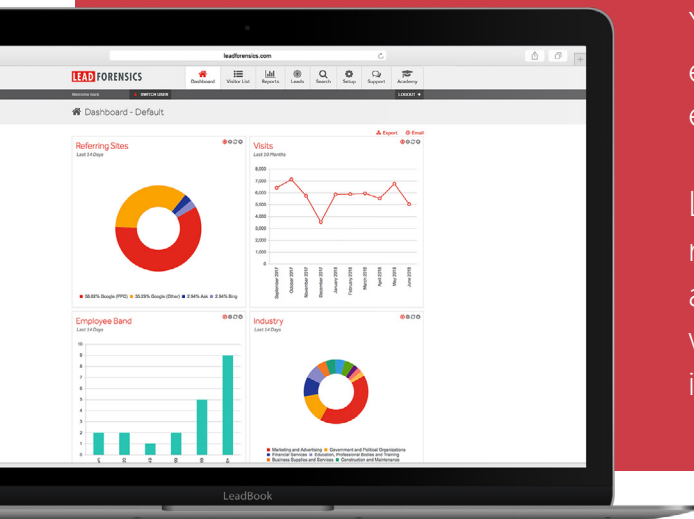
– Craig Elias, #1 salesperson at WorldCom tells us why creating emotional connections is vital. **Build an emotional relationship** by discussing interests, values and aspirations; you'll be more memorable than any competitor, and the prospect will genuinely want to work with you.



5

“ Value the relationship more than the transaction ”

– Wise words from B2B sales leader Anthony Iannarino, reminding us that no matter how badly we want a “yes”, the prospect always comes first. **Remember: it’s all about professional persistence with an intelligent outlook.**



You’ve heard from some of our favorite B2B experts, but we’d love to share some of our expert knowledge with you too!

Lead Forensics clients made over \$1 billion in revenue last year, using our software to identify anonymous website traffic. Discover how we can revolutionize your B2B sales pipeline, improve your cold-calling success by 38%!

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