

SALES **ETOP** (For the Election Season!)

Like so many candidates for public office, companies are saying one thing and doing another. Companies know the value of ensuring reps know what to say and how to say it.

Why, then, are they investing more in what to do and how to do it?



More than 61% of companies believe their sales reps' ability to deliver a distinct point of view that uniquely positions their solutions ahead of the competition is the most important factor for driving deals to a profitable close.

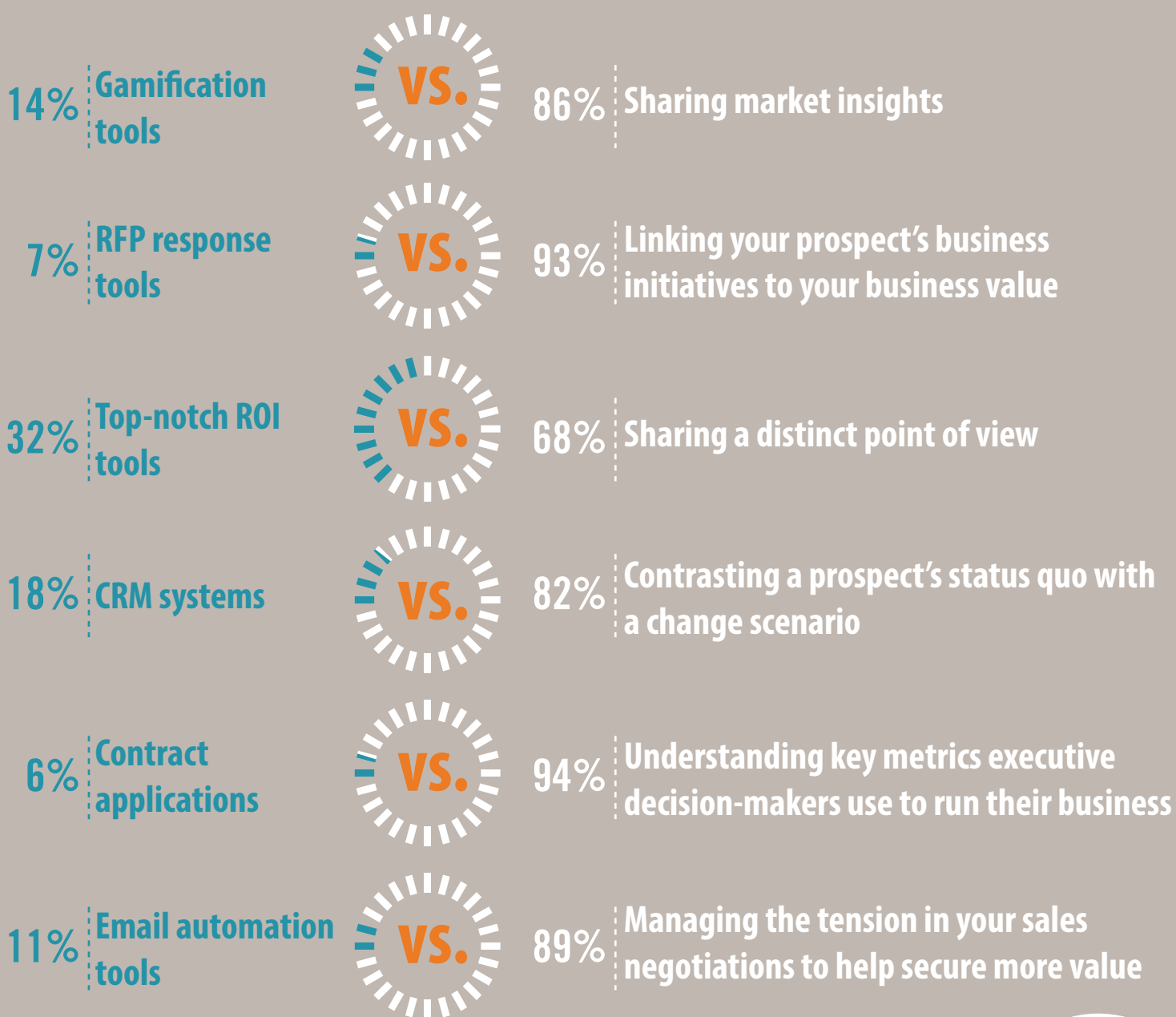
But, here's how marketing and sales executives say their companies are investing most of their time and money:

The perceived impact of articulating value among marketing and sales executives is out of step with how companies are investing most of their time and money.



DOING VS. SAYING...WHAT MATTERS MORE?

In the second part of the survey, respondents were given a doing vs. saying choice and asked to select the one that had the most impact on moving a prospect to action and closing profitable deals:



Make no mistake: Knowing where to show up and how to structure an opportunity is important to success. But, the results show that it's what salespeople say—not what they do or what tools they use—that's most impactful throughout the buying cycle.

The results also make clear that the time is ripe for companies to develop more effective messaging, and to train salespeople to deliver value messages in a way that distinguishes you and your solutions.

