HIGHSPOT

TOP 3 SALES PLAYBOOKS TO IMPROVE SALES PERFORMANCE

INTRODUCTION

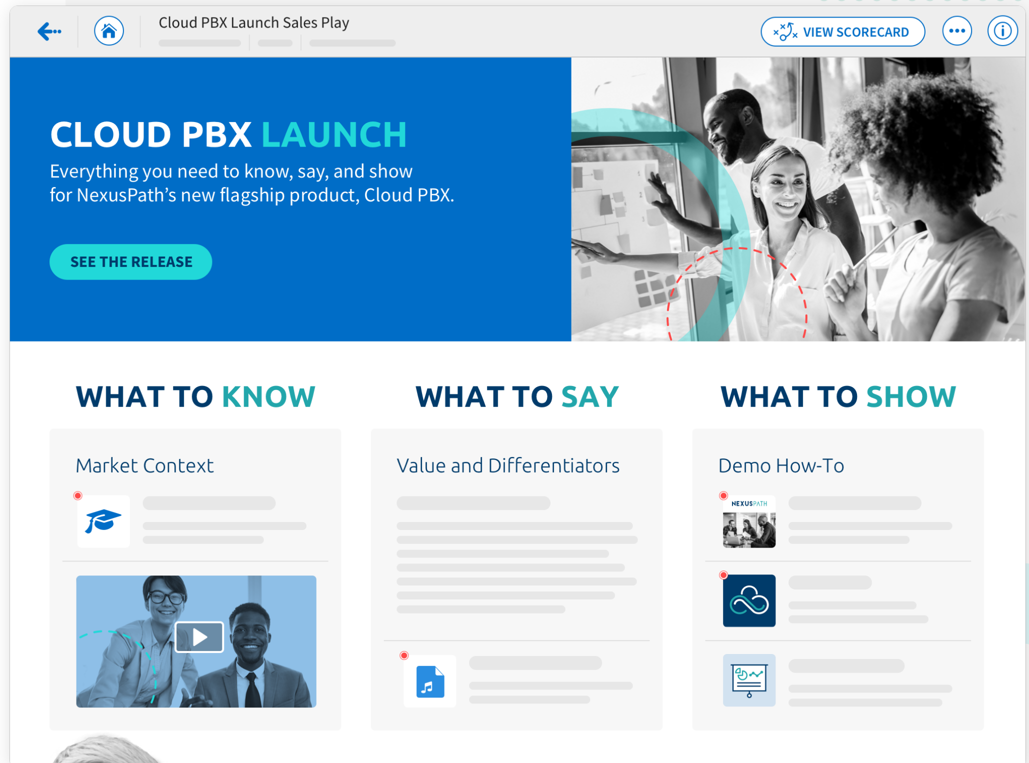
Closing deals in the boardroom or over golf is a thing of the past.

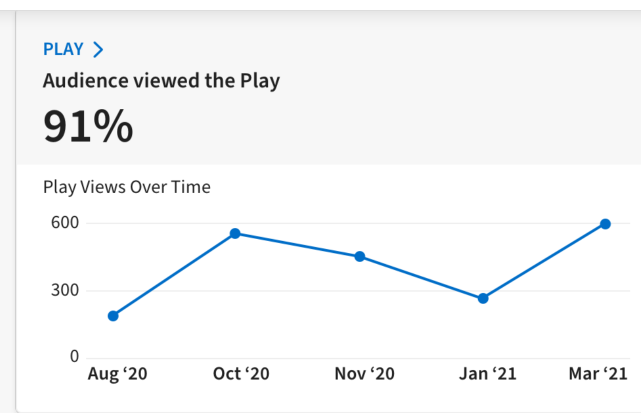
Forrester reports that 80 percent of B2B sales will be virtual in the future, and 30 percent of both buyers and sellers expect to continue working from home post-COVID.

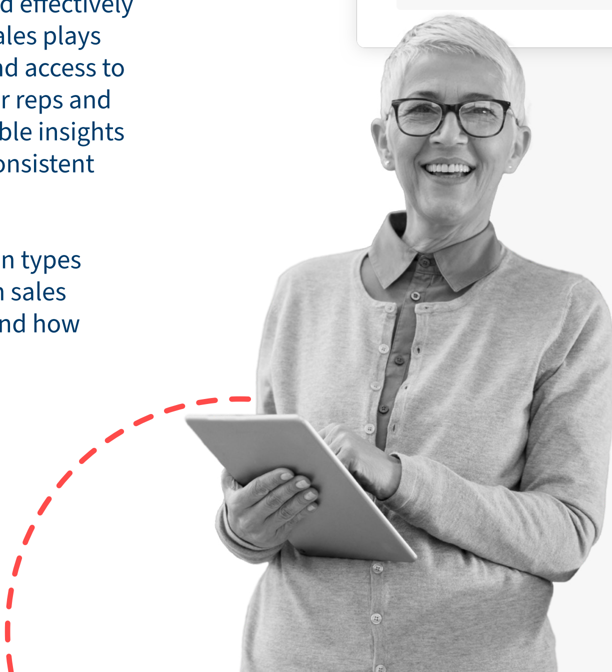
To remain competitive in today's fast-changing sales landscape, sellers must be equipped to consistently adapt to new buyer behavior and exceed their expectations at every turn. The key to unlocking this level of seller agility is dynamic sales playbooks. Sales playbooks provide reps with effective step-by-step guidance—often called sales plays—to navigate even the most challenging customer conversations. **Unsurprisingly, sales teams that use a sales playbook are 33 percent more likely to be high performers with win rates exceeding 50 percent.[1]**

However, improving win rates is only the tip of the iceberg for sales playbooks. The long-term success of a sales team relies heavily on their ability to consistently and effectively execute go-to-market initiatives. By building sales plays in a modern tool, sales leaders have on-demand access to data analytics on both the performance of their reps and the sales plays themselves—providing actionable insights that inform, improve, and ultimately sustain consistent sales performance.

This eBook will explore the three most common types of go-to-market initiatives that are run through sales playbooks, the most important play metrics, and how to turn those insights into sales excellence.







1 Salesforce via The TAS Group

PRODUCT LAUNCH

Continuous innovation is how companies not only stay relevant, but thrive. PWC reports that 43 percent of business executives agreed that innovation is a “competitive necessity” in a product launch.[2] What’s more, 84 percent of customers say it is important that the company they buy from is innovative.[3]

Launching a new product or service is one of the most common and essential go-to-market initiatives sellers are tasked with executing. But, enabling sellers to land new products or services requires that sales leaders first effectively equip reps to navigate these interactions successfully. The work doesn’t stop there, however. Sales leaders must then analyze seller and sales play performance to identify what is working and what needs to be optimized.

Identify key metrics of success and leading indicators before creating a sales play. Doing so provides a north star as the play is deployed and data is gathered—unlocking a deeper understanding of how sellers and the launch initiative itself are performing.

Key Metrics:

- Revenue from sales opportunities that include the new product through new logos or cross-sell.

Leading Indicators:

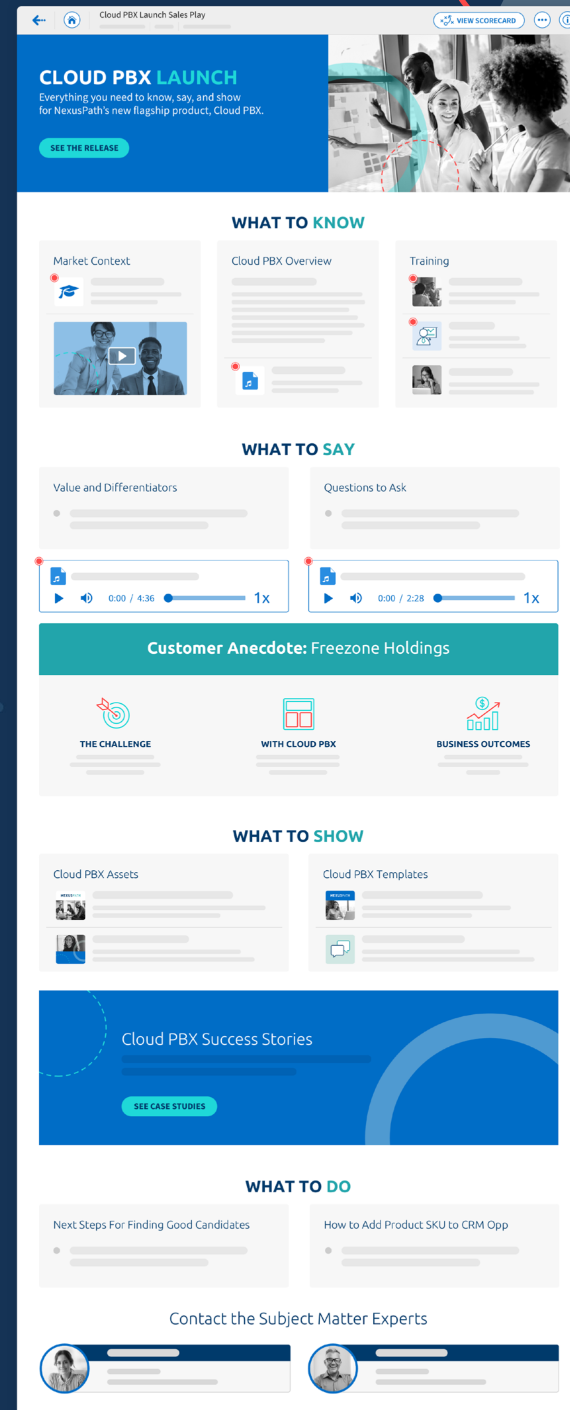
- Percent of reps with new product pipeline.
- Percent of target reps who have consumed the sales play.
- Completed training and pitched sales play content to prospects or customers.

Each sales play should include four elements to ensure reps are armed with the knowledge and confidence to navigate even the toughest customer conversations:

- What to Know
- What to Say
- What to Show
- What to Do

For a step-by-step on how to build effective sales plays reps will use, download our **guide to turning strategy into action**.

2 PWC
3 Lab42



COMPETE

There are few things sellers get excited about more than competitive intelligence. These “landmines” or “daggers” help to differentiate their offering and be prepared for whatever weaknesses competitors may expose to prospects. Buyers expect answers immediately in today’s market, so reps need their competitive intel to be kept up to date and easily accessible.

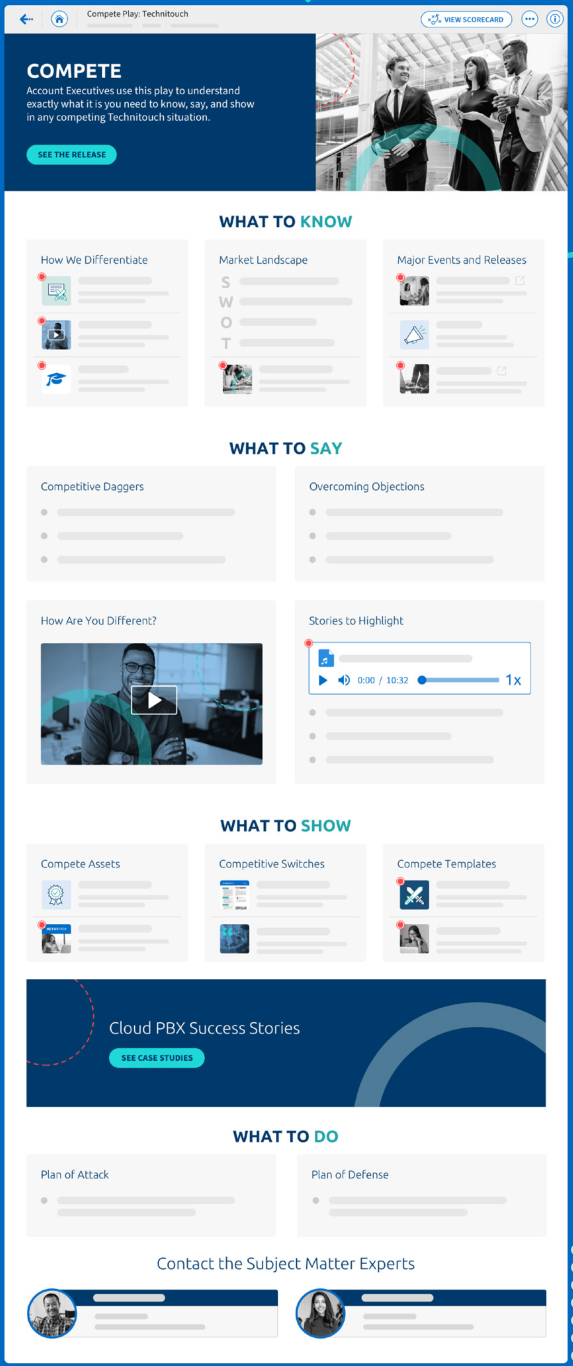
The recent Competitive Enablement Report found that **79 percent of internal stakeholders conduct their own competitive research outside of the competitive intelligence function because intel is often hard to find.**[4] Compete sales plays should provide one location for sellers to access all of the knowledge and context they need to navigate challenging competitive situations. Providing this information in one place alongside related context and training ensures that reps are confident and knowledgeable when stating their case.

Key Metrics:

- Win rate against top competitors.
- Decreased customer churn rates.
- Increased deal velocity.

Leading Indicators:

- Percent of reps who have consumed the compete play.
- Completed training, and pitched compete play content to prospects or customers.
- Prospect engagement with compete assets.



ENGAGING A NEW BUYER ROLE

Over the last decade, the expansion of buying committees has increased B2B deal cycles. **Sellers must frequently win over a dozen or more people to close the deal—a challenge further complicated by the global pandemic.**[5] However, enabling your salespeople to multi-thread the account and target new buyer roles can turn this daunting task into sales success.

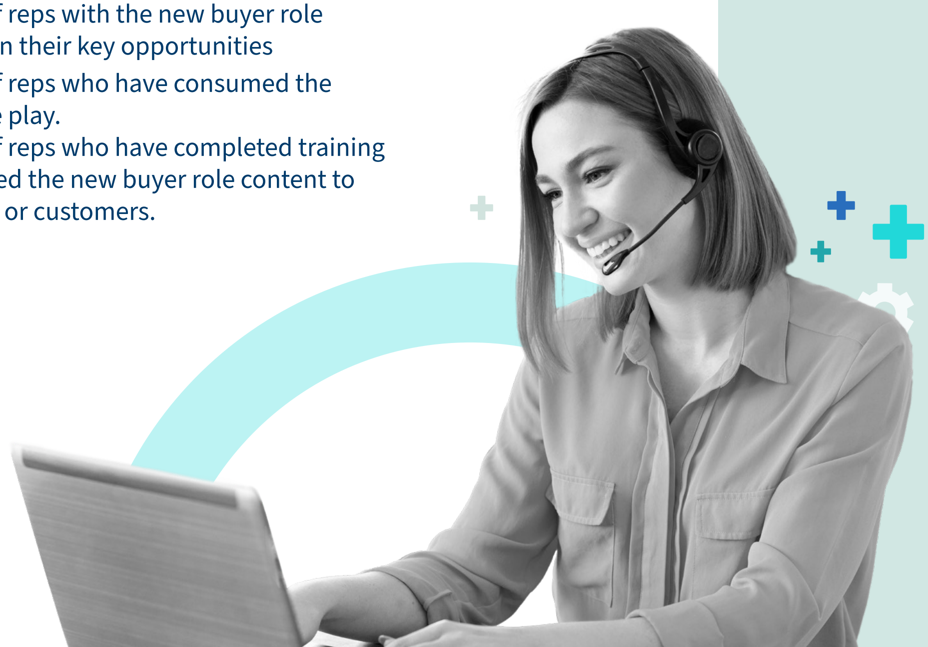
Targeting an important new buyer role allows sellers to multi-thread with a variety of contacts, increasing their chances of engaging a prospect account. This strategic initiative requires a detailed sales play that provides reps with everything they need to know to engage the new buyer role and ultimately win them over. To effectively assist sellers, the play will need to include context about everything from pain points to appropriate terminology.

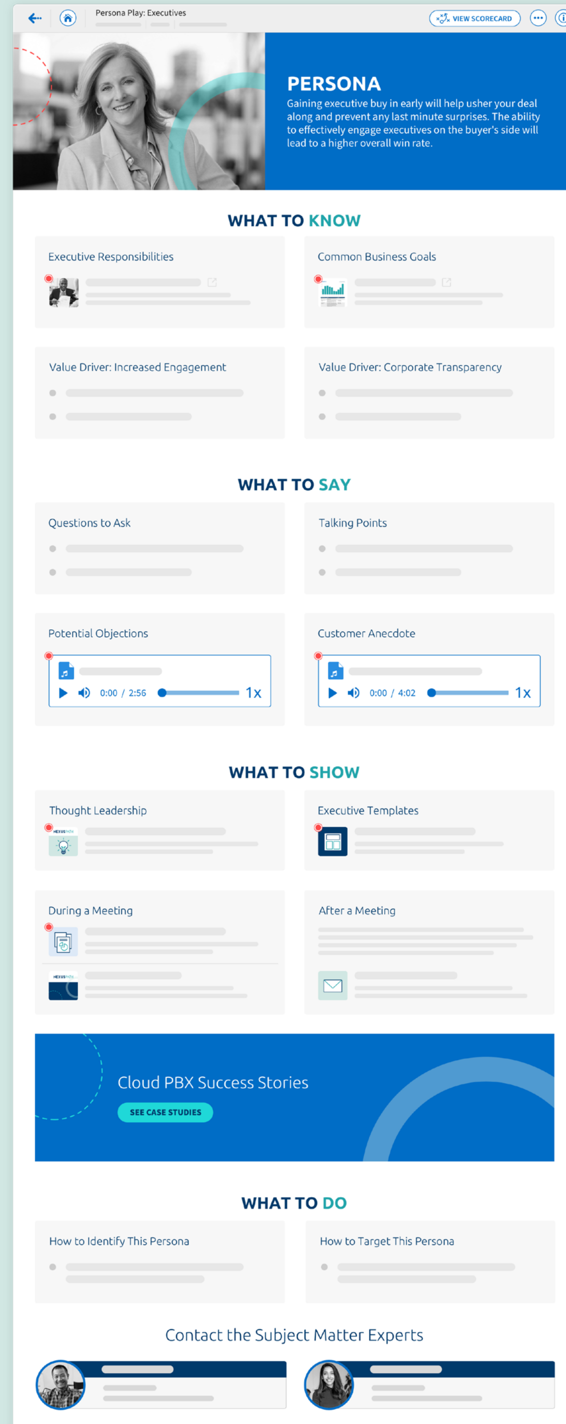
Key Metrics:

- Pipeline and revenue from opportunities that include the new buyer role within the buying committee.
- Marketing qualified leads (MQLs) and sales qualified leads (SQLs) from new buyer role.

Leading Indicators:

- Percent of reps with the new buyer role included in their key opportunities
- Percent of reps who have consumed the buyer role play.
- Percent of reps who have completed training and pitched the new buyer role content to prospects or customers.





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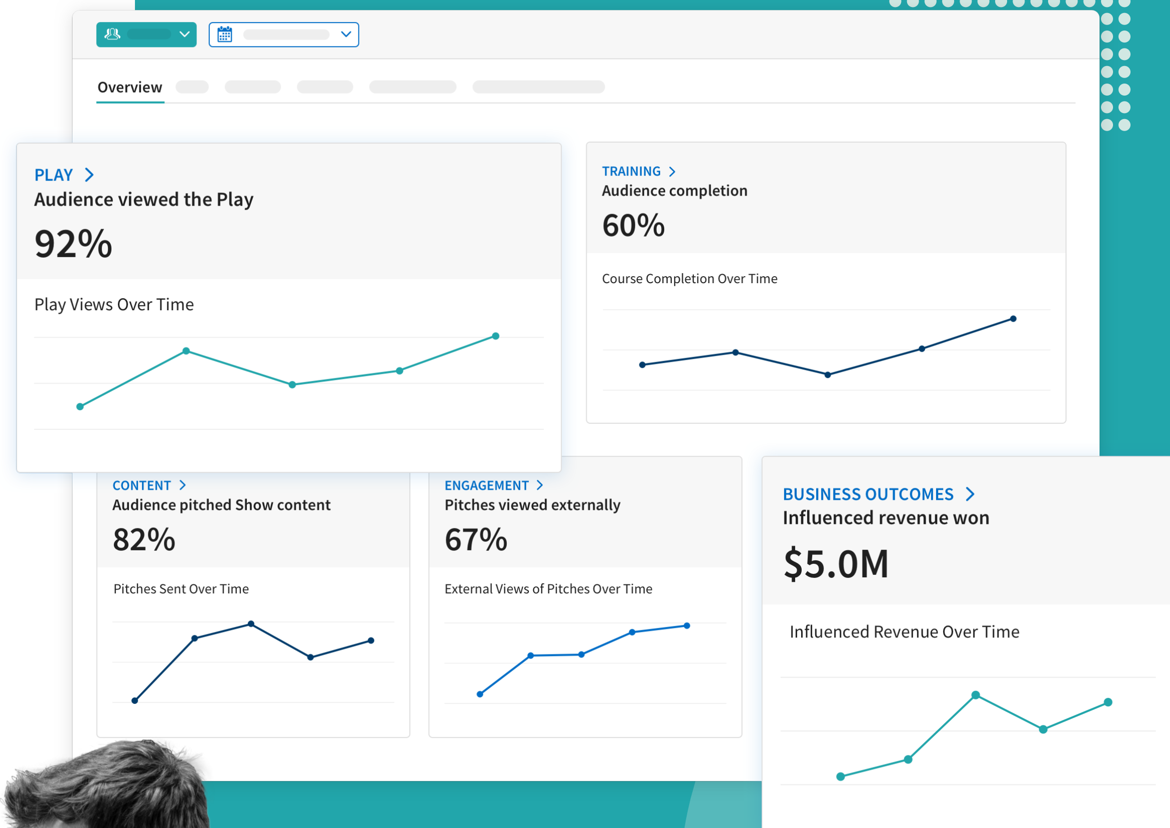
SALES LEADERS NEED SCORECARDS

Sales playbooks are only as good as the knowledge and confidence they provide sellers and the analytics they give sales leaders. Once sales plays are loaded into a robust tool, it's time to unlock insights with Play Scorecards—visual dashboards that surface the individual, team, and overall play performance across key internal and external metrics. **Research shows that organizations that can accurately track sales play effectiveness experience an 8 point improvement in win rate.[6]**

The introduction of Play Scorecards means that sales leaders no longer have to piece together data from multiple places to understand how their sellers are performing. They can now pull reports on an individual level or for a specific initiative. Answering the question of, "Are reps landing the new product launch strategy?" shouldn't mean hours of time to unearth only surface-level assessment.

Sales leaders should be able to easily run a report answering these four foundational questions:

- Do Sellers understand the strategy?
- Are they executing the strategy?
- How are prospects/customers responding to the strategy?
- Is the strategy driving tangible business results?



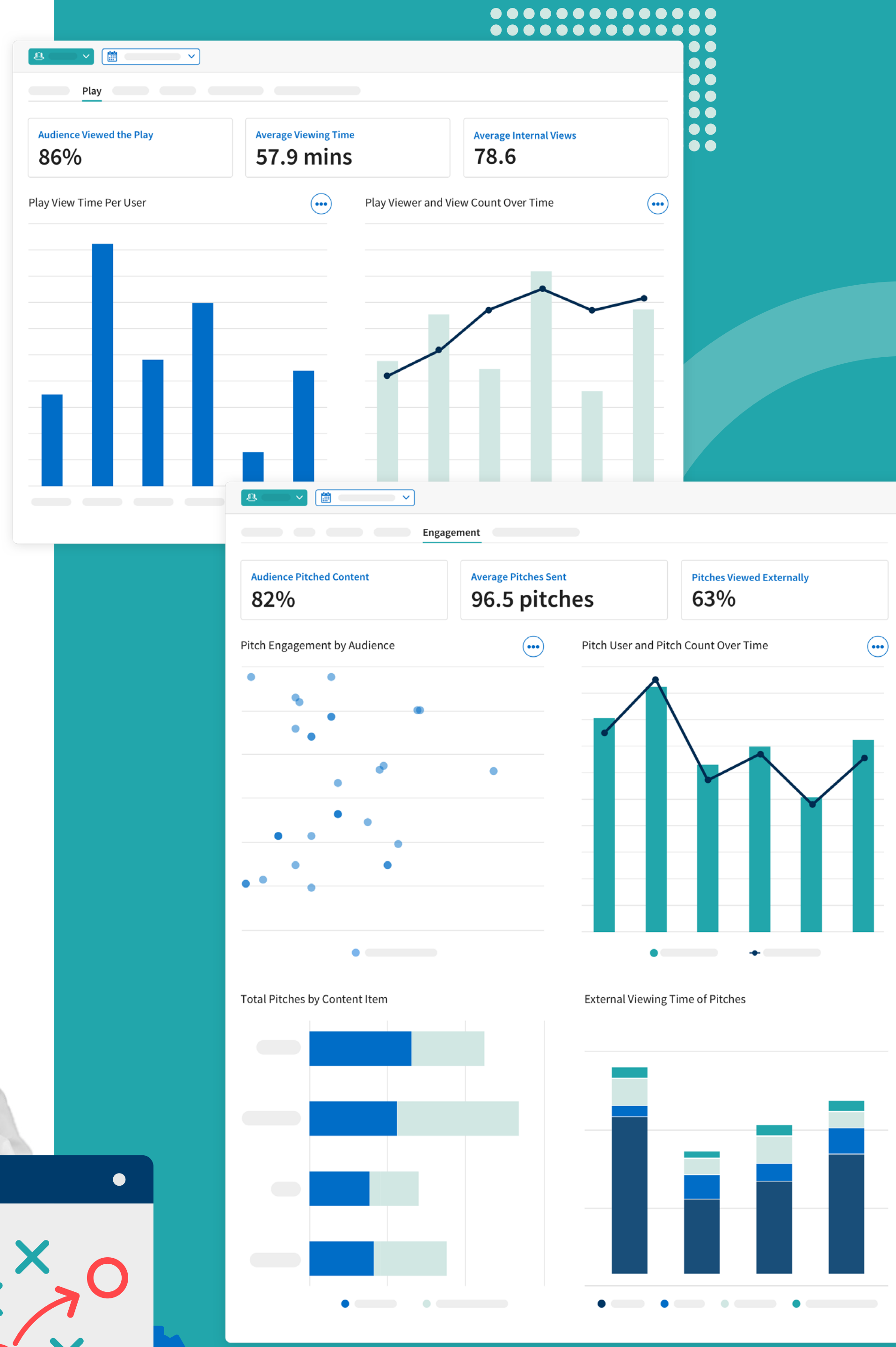
6 Sales Enablement PRO

PLAY SCORECARDS

Using tangible data to answer these four questions, sales leaders can now assess whether their go-to-market strategies are landing with sellers and buyers. **These leading indicators offer a blueprint to clearly identify what plays are working for which reps.** If themes appear, steps can be taken to amplify what's working and optimize what is not.

Accelerate Sales Performance with Scorecards

Understanding how sales teams consume, understand, and land strategic initiatives has been an elusive goal for sales leaders. With access to Play Scorecards, insights from sellers and sales playbooks are easily attainable and actionable. Playbooks and Scorecards offer sales leaders visibility and context that they can use to drive consistent sales performance—the foundation of a repeatable, scalable revenue engine.



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Highspot is sales enablement software that increases the performance of sales teams by bridging the gap between strategy and execution. With Highspot, our customers turn initiatives into the actions that sales teams must execute and enable sales leaders to measure what is and is not working with deep and actionable insights. Companies like DocuSign, General Motors, Nestle, and Verizon Media use Highspot to manage content, train and coach sellers and engage buyers. Executing your strategic initiatives with Highspot increases revenue drives consistent rep performance, and improves rep ROI.

For more information, visit www.highspot.com