What Top Sales Performers Do Differently

3 Data-Backed Differentiators that Result in More Won Deals

Executive Summary

It's one thing to suspect that your top sales performers sell differently. But Revenue.io can actually prove which specific selling behaviors correlate with driving pipeline and winning more deals.

For this study, we looked at 6 months of an aggregate sampling of customer data to discover which outlying habits and behaviors result in successful outcomes. We discovered that top performers:

- Personally review 50% more of their own call recordings than underperforming sellers
- Receive 68% more written feedback from peers than bottom performers
- Are 54% more likely to utilize real-time notifications

Top performers personally review their own call recordings 50% more than bottom sellers

Top performing reps habitually review their own past conversations. This helps them:

- Prepare for the next call. Being better prepared enables them to have more effective conversations
- Optimize their conversation follow-up process, which leads to more timely, accurate, thorough follow-up. Effective follow-up speeds up deals and increases win rates
- Grow as a salesperson; some of their self-review is prompted by manager feedback

Recommendation: Salespeople should review their own conversations as frequently as possible. While call recordings alone can enable reps to review past conversations, conversation intelligence takes it a step further, instantly surfacing the most important parts of conversations for reps to focus on.

Top performers receive 68% more feedback and coaching from managers and peers

Top performers received 68% more written feedback from peers in the past 3 months. Some of this has been positive reinforcement (i.e. "Great Job"), which shows that their peers are hearing and making note of "what good sounds like." But top performers also received a significant amount of constructive feedback.

Recommendations:
- Ensure that top performers are receiving feedback, it's a mistake to assume they don't need it
- Make sure that bottom performers are receiving feedback from peers and compare that feedback to what top performers are hearing
- Specifically assess the coaching given by highest performing managers and try to scale that across your organization
- Leadership should be engaged in assessing how managers are coaching, so you can "coach the coaches"

Top performers are 50% more likely to utilize real-time notifications

Among customers using the Revenue.io platform in the past 6 months, top performers received 54% more AI-powered real-time notifications than bottom performers.

This is important because using real-time notifications had a demonstrable effect on positive conversation outcomes. On all conversations over 3 minutes, 43.9% of calls were logged with positive dispositions. On those calls where the real-time reminder triggered, the positive outcomes jumped to 54%—a 10.1% lift!

Recommendation: Coaching after the fact is helpful, but it's no longer enough. Top performers are already using AI to provide coaching reminders during live calls. And reps who don't use this technology will be at a disadvantage.

About Us

Sell more and spend less on sales with a complete RevOps platform for conversation guidance, sales engagement, and live call insights and analytics-all in real-time.

120%
Quota
Attainment

60%
Reduction in
Rep Ramp Time

8x
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Conversations

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