

# 7 HABITS OF HIGHLY SUCCESSFUL SALESPEOPLE

## 1 Spend More of Their Day Selling

Reps spend less than 36% of their time selling. When asked what eats up the other 64% of their time, many reps list:

- Logging activities
- Note-taking
- Dialing numbers manually
- Logging dispositions
- Leaving voicemails
- Finding the right person to contact

But highly successful reps focus on prioritizing tasks and turning small, necessary actions (like logging activities) into habitual actions that are completed quickly.

**PRO TIP:** To scale this kind of behavior across teams, successful managers use sales engagement platforms like Revenue.io to eliminate menial tasks and allow their reps to spend more of their time actively selling. Revenue.io customers often save 2+ hours per day, per rep.

## 2 Reach Prospects Within 5 Minutes

Research by HBR found that teams need to respond to leads within 5 minutes for optimal contact and lead conversion rates. Backing this up, 72% of B2B buyers say that a vendor's response time is the most important attribute of a winning vendor.

Highly successful salespeople understand this, and never hesitate to pick up the phone right when a prospect shows interest. They also understand that some leads are more valuable than others, based on their lead source. For example, they would prioritize contacting someone who filled out a pricing request before reaching out to someone who registered for an event.

**PRO TIP:** To help their salespeople reach prospects quickly, Revenue.io alerts reps when a hot lead comes in, and helps match the right rep to the right prospect based on time zone, language, product expertise, and more.

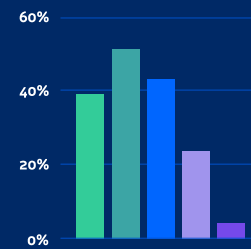
## 3 Embrace Conversation Intelligence to Uncover Sales Insights

There are two types of conversation intelligence: real-time and post-call. Post-call conversation intelligence provides insights into calls that have already occurred, while Real-time conversation intelligence provides guidance while reps are on calls, helping them to improve the outcome of a conversation in real time.

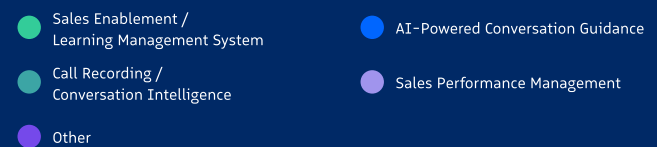
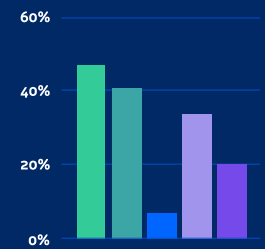
Highly successful sales reps know how to leverage both types of conversation intelligence to their advantage, so that they benefit from AI-powered insights into their call behaviors that they may not have noticed on their own.

**PRO TIP:** we've found that reps who have access to call recording and conversation intelligence technology are the most satisfied with their coaching, leading to benefits like higher rates of employee retention and promotion. This may be why conversation intelligence is the fastest growing revenue technology category in 2022, with 38% of companies using CI and another 17% planning to adopt it this year.

Where rep is satisfied with coaching



Where rep is not satisfied with coaching



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## 4 Listen to Their Game Tape

Great football players watch their game tape, and pop stars listen to recordings of their voice lessons. Similarly, successful sales reps play back their own sales calls, listening with an objective ear. They ask themselves: did that question land the way I thought it did? Did my tone of voice come off differently here? Am I using too many filler words? What worked well, and what do I need to work on?

This self-awareness and willingness to listen to their own calls sets great salespeople apart because it helps them to learn and improve much faster than their peers.

## 5 Continually Test and Improve Their Sequences

When reps reach out to prospects with a combination of phone calls, texts, and emails, the content and cadence of their messages will easily set great sales reps apart from the rest.

Highly successful sales reps will constantly test and improve their sequences, experimenting with different messaging, timing, and personalization to see what lands best.

**PRO TIP:** This behavior can be easily scaled across teams with guided selling technology, such as Guided Selling by Revenue.io, which lets reps easily schedule automated sales outreach to help them win more deals. In fact, Gartner predicts that [75% of B2B sales organizations](#) will augment traditional sales playbooks with AI-powered guided selling solutions by 2025.

## 6 Learn From Their Peers

Great reps don't hesitate to learn from their peers. Top-performing salespeople will often set aside 15 minutes a day to listen to a few of their peers' most successful calls, to learn new techniques and address their own weaknesses. For instance, if a great rep knows they're having trouble with a particular objection on calls, they'll ask their colleagues for advice and listen to their call recordings to see how they handle the objection.

**PRO TIP:** Call libraries are particularly helpful to foster a peer-to-peer learning environment. With Revenue.io, you can create AI-powered call libraries where call recordings are organized by specific keywords and call outcomes so that reps can always find what they're looking for.

## 7 Know There's Always Room to Improve

Finally, successful salespeople never stop improving. Even Olympic athletes have room to grow, and know that they can do better if they train every day. Great reps have the same mindset, and seek out new ways to get better at selling — whether they're asking managers for coaching on their weak points, seeking out new selling tips and techniques on sales podcasts and in books, or just starting every day with an open mind and a willingness to learn from their own calls.

**PRO TIP:** [The Sales Enablement Podcast with Andy Paul](#) is a great listen if you want to up your sales game, with candid conversations from 900+ of the world's most exciting sales leaders like Dan Pink, Tiffani Bova, and Jeffrey Gitomer, as well as sales experts from Revenue.io like Ryan Vaillancourt and Howard Brown.

## Want More Ways To Grow As A Salesperson?

Check out [Conversational Roadmaps: The Complete Guide](#) to level up your sales calls. You'll discover a new, flexible call structure doesn't lock you into an inauthentic script, but still has the assurance of proven selling points. It's the best of both worlds.

[→ Learn More](#)