

# avidly



Sales experts best tips to  
close more deals

#TOMORROWBOUND

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## Introduction

35 percent of sales reps say it is becoming increasingly challenging to close deals. Nevertheless, there are some superstars who increase the whole sales department revenue on their own.

So what really sets the best the sales rep apart from the worst?

There is, of course, no one answer, but there are some features the top sellers have in common.

To find out what these similarities actually are, we have talked to some of the industries top sales experts and asked what their best tips to close more deals are. In addition to getting lots of new inspiration for how you can go forward to increase sales revenue, we have also written a brief introduction to modern sales and how the sales rep role has changed over time. Then there is no more to say than this: Thank you to all contributors who have come up with good sales tips and good luck with closing more deals.

Sincerely,  
Avidly



## A brief introduction to modern sales

Statistics from HubSpot show that only 29 percent of us want to talk with a sales rep in order to learn more about a product, while 62 percent of us use a search engine. In other words, the role of sales reps has changed. So how do you as a sales rep adapt to this? The answer is simple: You have to start practicing modern sales methods. The survey below reveals that the three most popular channels to learn more about a new product or service are as follows:

- Search engines (62 percent)
- Corporate official website (48 percent)
- Newsletter or e-mail communication from the company (37 percent)

Therefore, as HubSpot, we say: «Stop pitching, start helping». And that is exactly what you as a sales rep have to start practicing: to help a prospect find the best solution - not sell to as many as possible. The same survey shows that sales rep still have a strong reputation as ongoing and aggressive. Therefore, it is time to stop the cold calling and rather use a well-functioning CRM system that can help you contact the people who actually are interested in what you have to offer - and ready to buy.

So how do you to start your journey towards about becoming a modern sales rep? You focus on selling to the leads that are good for your company. By this we mean those leads that want to solve their challenges best by using your corporate product or service. These are the ones who are satisfied customers and therefore can stay good partners and ambassadors for your business.

You know why the product or service you're selling is actually worth investing in. You know a lot about the product or service you are selling and therefore you know exactly who should invest based on a person's challenges, needs or goals. Since modern sales also is about being a counselor towards a purchase decision, it is essential that you familiarize yourself with your prospect's buyer's journey and their needs so you can find the best solution.

You identify and prioritize the warmest and the most qualified leads. In a CRM system it is easy to keep track of all the company's prospects, what they care about and who is most likely to purchase. By cooperating with the marketing department, you can both agree on what qualifies a ready-to-sell lead so that you never have to make a cold call again.

### 3 things that distinguish the best the sales reps from the worst

What is it that distinguishes the sellers who have a closing rate at 80 percent and those who are no longer able to sell? Of course, there are many reasons why some are better sales reps than others, but there are some common features between the very best:

1. Helping instead of selling. They try to help rather than sell by showing how the product or service can provide value to the potential customer - not by focusing on promoting the solution he/she offers.
2. Asking good questions to the prospect. To be able to ask the really good questions, it is essential that you know the one you are trying to sell to.

3. Knowing what the prospect is interested in. By knowing what motivates, which goals and needs this person has, you can easier push the right buttons.

## Create relationships built on trust

- 1) Educate the prospects
- 2) Collaborate with the prospects
- 3) Convince the prospect that he/she is going to see results
- 4) Listen
- 5) Understand the prospects needs.

### **Ability to convince**

Modern sales rep are able to convince the prospect that the return of investment is worth it, that the risk is acceptable and that this is the best choice among all available options. They do not tell why the product or the service is so good - they show it by presenting statistics and customer cases.

To be able to convince you also have to believe in the product or service you sell. Why should anyone invest in this and why is it a better solution than all the other solutions on the market? It is as simple as this: if you don't believe what you sell, no one else will. But what does the sales experts think is the most important thing to do to be able to close more deals and increase sales revenue?



## 8 sales experts' best tips

To close more deals there are many elements that distinguish the very best sales reps from others who are not quite as good. And therefore there is not one success recipe on how to proceed.

Nevertheless, there are many good tips that can help you nurture leads to deals - and close the right customers for the company. We have gathered a number of good tips from sales executives who know what is needed to succeed, so read and learn. They all work in the Nordics, but their advices are truly global.



**Jon Arve Wålberg**

Director of Online Business Development i  
Metier OEC

*Jon Arve is responsible for the development of Metier OEC and offers good and relevant courses and certifications in project management via corporate websites. He is a business economist with specialization in international marketing, and likes biking, coffee roasting and beer brewing - for breakfast he likes to enjoy boiled eggs from his own chicken farm.*

“It is important to understand what gives value to the customer. Furthermore, one must manage to position how the product or service you’re selling contributes to this value. It is especially one tool I think is good in this context: Value Proposition Design.”

Value proposition design is a tool that helps you understand your customers’ needs, and create products and services they want to use. This results in better products and increased sales revenue.

The tool works together with Business Model Canvas and other strategic management and execution tools and processes.

“Briefly explained: When the customer understands that by spending 1 EUR you get 2 in return, everyone would buy. Business Model Canvas is also a great tool from the same people. ”

With Business Model Canvas you can more easily describe, design, challenge and customize your business model.



**Espen Hellman**

Sales Development Specialist, CEO and sales rep at Arctic Sales Development

*Espen Hellman is a man who carries many hats: everything from specialist in sales development and sell, to coach, thought leader and key note speaker. He is interested in fields that include changing behaviour and has in his role at Arctic Sales Development helped thousands of sales reps and sales managers to increase their output.*

“Successful sales reps invest in networking, communities and relationships. Top sales reps know that the difference between a contact and a contract is only an R, an R for Relationship (Grant Cardone). They also know that relationships affect over 50 percent of the customer’s decision and that creating human bond is it the single factor that has the most to say for the sale. They therefore invest a lot of time and resources in creating, nurturing and involving relationships and use the existing customers to get new. ”



He also stresses other important skills the sales rep must have in order to succeed: the ability to follow the customer's decision-making process, spend time and resources right, as well as listening and combining solutions with needs.

“Good sales reps ask their customers about what, why and how they want something done, and then use a query technique that goes into depth. They know they have to listen to the customer rather than talk a lot themselves, so they can understand the customer's situation, wants and needs - and not just hearing them.

By involving customers into constructive dialogues and challenging them to think, they come together for valuable conclusions. Good sales reps also share industry insights, new ideas and other valuable information to educate customers. Only when all this is in place they tailor a solution to the specific customer.”



**Peter Karby**

Huawei Business Unit Manager in Pedab

*Peter Karby is the Huawei Business Unit Manager in Pedab and has several sales-related certifications through the worldwide company Huawei, including the “Huawei certification Sales Specialist”. He works daily with sales, something he likes even better than what he thought he would do before he started his sales career: “Sales is what I live for and do daily, and I never thought I would say it out loud, but I find it very exciting.”*

“A lot is required to go to a customer and “close”. To get to closing you must build up trust, something I think is reflected by especially three qualities: knowledge of the subject, recommendation to the customer and time horizon.

What creates trust is a long-term perspective rather than a short-term sales approach. You establish a dialogue with the customer and discuss solutions to get more sales in the future and not just sales here and now.

In this situation, the sales rep must show the customer why that solution he/she suggests is the best - what value the customer gets out of investing.

Therefore, it is important that the sales rep has enough knowledge about the subject to be able to take up this discussion. It is also very important to keep up to date with what happens in the market. Update your presentation, work with your pitch - it is the least you can do for those who meet you. The good news is that all three qualities can be built up.

“Put away the time that is needed for you to become a better sales rep, because there are no short cuts.”





## **Espen Myklebust Sunde**

Customer Manager at Innovation Support AS

*Espen Myklebust Sunde worked one year as sales consultant at Innovation Support AS and was named “the sales rep of the month” entire 9 months in a row, before entering his present role as Account Manager. He works today primarily to bring in new business customers, and is passionate about B2B sales.*

“Based on my experiences after having completed many sales meetings last year, I found that personality and appearance are essential to succeed with sales. Of course, you buy products and services, but sales process is person-based. I focus on creating a good dialogue with the customer, create trust, and adapt to the customer accordingly.

Read all about the company before a sales meeting and show the customer that you have a basic understanding of them. Take the time to listen to the customer. Let him or her tell you about the company and what activities are being invested today. Do they have any challenges with today’s solution, or any plans for the future?

Use success stories and reference customers to strengthen your position and opportunity for further dialogue. Everyone loves a good customer story (even though all customers of course have full discretion), but you share what is natural to share.

The customer is looking for something that will give them value on short - and long - term. Show how you have created value for existing customers. Also be quick to send out offers and don't hesitate to follow up regularly.



**Barbro Fagerbakk**

Head of Sales at Avidly Norway

*Barbro Fagerbakk is the founder of Inbound Norway and sales manager. In short, she is one expert at helping companies increase sales and contribute to the transition from traditional sales methods to inbound sales methods. How? By helping customers set clear goals for increased profitability and growth. Barbro has good insights into how different companies can adapt marketing strategies to the modern buyer, guide the prospect through the buying process and close several deals.*

“If you are going to close several deals, make sure you have all the information you need to be able to present the right solution for the prospect. Create your own checklist for this and make sure you can check all the boxes. If you cannot check all the boxes, you are not ready to present either solution. Then you have to step back before you can continue the sales process. ”



**Achmad Subhan Nasir**

Channel Sales Manager in Huawei Technologies

*Achmad Subhan Nasir has broad experience within all stages of the sales process with expertise in customer relations, business development, strategic operational management and project management to create trust with customers, business partners and distributors. He has extensive experience working strategically and structured to best accommodate the customer's need.*

“The question must be seen in the context of whether you only want to sell or if you also want keep your customers over time. My picture of a good sales rep is following:

- 1) Be patient
- 2) Look for solution instead of products only
- 3) Have good insight back into the system
- 4) Is not afraid to fail

This formula has helped me for nearly 20 years of sales. “





## **Carl-Emil Poulsen**

Inbound Sales Specialist & Business Consultant i  
Avidly Danmark

*Carl-Emil Poulsen has a number of talents, of which inbound sales, business development and strategy is just some of them. He has long time experience with sales, marketing and purchasing within both the B2B and B2C and therefore has valuable insights.*

“Here’s my bid: Closing a deal with a customer is often one of the most central things for people who work with sales and sales management. My claim is that if your company does not close deals in the expected pace, focus should be on one thing: the product or service you sell and have offered the customer.

Strangely enough, few people ask why some deals are sealed so fast. This is because the seller has offered the customer something that is correct and relevant, and that the perceived value is large enough for the customer to make a quick purchase.

If your business and your sales rep want to get better at close deals, ask yourself: Have we offered what the customer objectively needs and requests? Have we clearly communicated what value the customer gets from buying this?

Do you answer yes to these questions faster than you can handle? Then you have not reflected well enough. There is always a lack of spices in a sales process - the trick is to discover which one is missing. When this happens, you also start to close more deals. ”



**Stig-Harald Marcovic**

Area Sales Director Norway at Jacobsen Elektro AS

*Stig-Harald Marcovic is working towards creating a winning culture with committed employees who are proud of the workplace. He has a long time experience, both with sales and leadership, and know how to best solve a customer's needs.*

“You become a good sales rep through training and practice, and by listening to the customer and their needs. All customers and meetings are unique and therefor you can't treat everyone the same way.

But there are many tools and experiences that allow you to handle the customer with a good feeling. When you leave a meeting, the goal should be that the customer feels seen and heard, and that you have a good feeling that you really want and can help with what they need.

Sales is about emotions and subjective assessments. The sale may be based on an objective assessment, but ultimately it is about emotions.

No one buys something that doesn't feel right for them. Therefore: focus on people and their needs, then the solutions and the sales will be easier.”



# **Become the hero you were born to be!**

Do you want to know more about inbound sales and how to achieve success? Contact us for a chat - we promise we won't bite.