

# Evolved B2B Sellers Win

Sellers that adopt approaches and technologies that enable four key “evolved” selling capabilities foster lucrative and loyal customer relationships.

## EVOLVED SELLING DRIVES GROWTH

Compared with sellers that use static or linear selling approaches, **Evolved Sellers:**

Accelerate deal closure



28% to 43% lift in recently closed deals

Drive growth for their companies



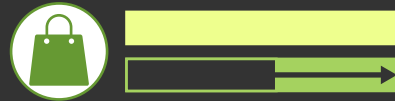
40% to 66% lift in reported revenue growth >10%

Drive repeat business



82% lift in buyers likely to consider them for new opportunities\*

Increase cross-sell transactions



70% lift in buyers purchasing more than they scoped\*

## EVOLVED SELLING INFLUENCES DECISIONS

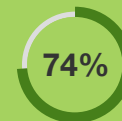
All else equal, three out of four business buyers are more likely to buy based on evolved sales experiences.



Sales rep shares highly customized data/insights



Buyer learns something new about their company



Sales rep can quickly pivot to focus on buyers' agenda

## WHAT IS EVOLVED SELLING?



### Dynamic:

Platform that can assemble relevant content on the fly



### Interactive:

Allows customer to input information to guide discussion



### Data insights:

Platform pulls specific data from multiple sources, revealing insights



### CRM feedback:

Captures sales activity within CRM, enhancing decision-making



Only 11% of companies met all of these criteria†



Read the full study

**Methodology:** In this study, Forrester surveyed business buyers and sales professionals to understand the impact of different in-person selling approaches.

**Source:** A commissioned study conducted by Forrester Consulting on behalf of Mediafly, July 2016

Base: 150 quota-carrying sales professionals at US companies

\*Base: 152 business purchase decision-makers and influencers

†Base: 249 quota-carrying sales professionals at US companies

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