

# WINNING SALES PLAYBOOK FOR 2021

**120%** ↑ WIN RATE

## SET THE AGENDA

It is worth your time and effort to set the agenda. It might be helpful to spend time on setting some formal markers in your sales process.

*True fact: Only happens on 4% of calls.*

**79%** ↑ WIN RATE

## QUALIFY FOR BUDGET

Reps are increasingly qualifying for budget. 75% increase over Oct 19-20 m-o-m.

*True fact: Only happens on 4% of calls.*

**72%** ↑ WIN RATE

## ALWAYS BE CLOSING

Closing signals help to get to a decision and reduce limbo. But just because you spoke about contracts doesn't mean the deal is in the bag. Work for it.

*True fact: Happens on 21% of calls.*

**70%** ↑ WIN RATE

## TALK MORE PROBLEM, LESS SOLUTION

This piece of conventional wisdom holds true. Before jumping to the solution, talk about the problem/challenge that you seek to address.

*True fact: Happens on 3.6% of calls*

# 8 DATA-DRIVEN PLAYS TO DRIVE YOUR WIN RATES THROUGH THE ROOF

**52.6%** ↑ WIN RATE

## ASK QUALIFICATION QUESTIONS OVERALL

Make the time and effort to ask such questions. Find yourself tongue-tied about how?

Tip: Ask more layered sales questions.

*True fact: Happens on 10% of calls*

**51%** ↑ WIN RATE

## QUALIFY FOR TIMELINE

Ask questions about when the prospect expects to adopt a solution. This will help you prepare for long follow-ups as well.

*True fact: Happens on 5.6% of calls.*

**51%** ↑ WIN RATE

## SHARE CUSTOMER STORIES

It helps to talk about your existing customers and share their stories of highs and lows. But reps aren't doing it enough.

*True fact: Happens on 1.3% of calls*

**35%** ↑ WIN RATE

## WELCOME MENTIONS OF COMPETITORS ON COLD CALLS

Mentions of competitors on cold calls has the biggest impact on deals going forward (among tracked keyword).

Tip: Ask questions about what they like and dislike about your competitors.

## BASED ON SALES CALL DATA

**224k+**

Sales Calls

**2Mn**

Call Minutes

**13**

Months



Conversation intelligence for fast-growing sales teams.

Reach us at [sales@trywingman.com](mailto:sales@trywingman.com)

[Book a Demo](#)