

# Do's and Don'ts of Making a Sales Call



Dun & Bradstreet did the research and discovered why buyers are hanging up. Here are some things you should and should NOT do if you want to accelerate your B2B sales.



## 1) DON'T Call Before You've Done Your Research

With as many as 32 cold calls a week in the UK alone, the last thing a buyer wants is a salesperson who hasn't done their homework.

29%

...of buyers said failing to do basic company research was their biggest red flag, when asked what bothers them the most when receiving a bid sales call.



**Do:** Take the time to get to know your prospect before you call them up.



## 2) DON'T Be Aggressive

Forget what you learned from high school cheerleaders. Customers tend to do business with people they like and don't want to feel bullied. (Be aggressive! B-E Aggressive!).

80%

...of buyers claim aggressive salespeople not only turn them off but have caused them to not make a purchase.



**Do:** Find out your prospect's challenges and offer a solution.



## 3) DON'T Sell to the Wrong Buyers

You probably don't think you're selling to the wrong audience when you're nailing your pitch, but it turns out a lot of salespeople are.

57%

...of salespeople say it's a challenge understanding exactly who their target audience is, even given that the average salesperson conducts two hours of research per customer.



**Do:** Use data and analytics to learn about your audience, find the best prospects, and target more effectively.



## 4) DON'T Skimp on the Extras

This may be a blow to your ego, but buyers admit to relying on a lot more than a salesperson when making purchasing decisions.

22%

...of buyers rely on external recommendations, and 13% rely on reading content to help formulate a solid evaluation and make a purchase.



**Do:** Work closely with marketing to help create content that can fuel more sales.



## 5) DO Take This Advice to Heart

If you want to up your sales game and help close more business, you'll need to get on the same page as your buyers. For help accelerating sales, understanding your prospects, targeting more effectively, and closing more deals, sign up for a free trial of D&B Hoovers today.

D&B Hoovers

Visit <http://hoovers.com> to start your free trial.

Statistics derived from the 2017 Dun & Bradstreet Study, "The State of Sales Acceleration." <http://www.dnb.com/marketing/mediastateofsalesacceleration.html>