

THE DEFINITIVE GUIDE TO

Signal-based Selling

**CLOSED
WON.**

**There's a better way
to do it — find it.**

Thomas Edison

Contents

| | |
|---|----|
| 01 Sales won't ever be the same | 04 |
| 02 What is signal-based selling? | 05 |
| 03 4 principles of signal-based selling | 06 |
| 04 Why signals matter | 07 |
| 05 Shift your team from sales to signals | 12 |
| 06 Signal-based selling results | 13 |
| 07 Where to from here? | 16 |

Sales won't ever be the same



Virtual

Signal-based selling is a new data-driven way to accelerate revenue. The new reality is here to stay. We will need to learn to manage, motivate and measure most of our sales team remotely even when everything returns to normal.

Noisy

The competition will only intensify. 700,000 new businesses that start every year, along with democratization of technology, gives everyone an edge for faster growth.



Unpredictable

New economic, health, and technology trends will continue to bring uncertainties. Leading teams through change will be a must-have skill for Sales Leaders.



What is signal-based selling?

Today, with every sales interaction captured digitally — calls, emails, language, sentiment — there's an overwhelming amount of data available to sales leaders. But the guidance we give to reps is still fuzzy and based on tribal knowledge.

Signal-based selling is a new way to transform sales data into winning rep behaviors.

Signal-based selling works as an always-on X-ray scan of interactions between your reps and the buyers, detecting what best reps do to win, and serving the winning behaviors as rules for reps to act on and improve. It changes the experience of your reps with guidance that is real-time, transparent, and engaging. The core of this approach is grounded in truth: using only verified customer intent and leading indicators of success, you focus only on what matters. Made possible by AI, signal-based selling is how sales will be done in the digital age.

VP ACCEPTED MEETING

NDA RECEIVED

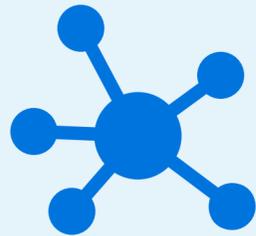
EMAIL RECEIVED ON 'TRIAL'

4+ KEY CONTACTS ENGAGED

DIRECTOR OR HIGHER ENGAGED



4 principles of signal-based selling



One place for all sales data

When your information is in silos, you lose sight of reality. Signal-based selling requires that you unify all sales data, in CRM or any database, for a complete picture. You get emails, notes, invites, calls, topics — all mapped to reps, deals, and customers.



Signal-based sales processes

Each sales process is its own unique snowflake. Signal-based selling allows you to customize sales processes across 5-6 signals unique to your goals (e.g. new market or new buyer) and sales teams (e.g. AE or BDR) to increase win rates.



Better leading indicators of success

You track a lot of sales activity, but not all are important. Signal-based selling discovers the exact set of winning activities and turns them into concise actionable signal snapshots to see how reps need to up their games.



Smart rewards that change behaviors

Incentives bring engagement, excitement, and reinforcement to following a sales process. Signal-based selling ties top signals related to winning, like VP engagement and multi-threading, to the right micro-rewards that motivate reps to change behaviors.





Why signals matter

setsail.co

Sales Data Revolution

54%
of reps lack data on customer's propensity to buy*

The data landscape is changing. A new layer of sales data is emerging. In our increasingly connected world where most interactions happen on digital channels, the winners will be those who can launch a team of data scientists to mine this new layer and successfully act on the findings. Unfortunately, only 46% of sales teams are equipped to do this. Here's where signal-based selling comes in. Rich, pre-built signals make it easy to cut through the complexity and act on this data quickly and without a team of data scientists.

Discover 200+ signals that close deal

GET THE LIST 

* <https://www.salesforce.com/blog/15-sales-statistics/>

Sales Process Makeover

77%
of buyers said
the last purchase
was complex*

The sales process is getting more complex. More people than ever are involved in the buyer's journey -- 7+ on average -- with sales cycles getting longer. Keeping reps focused on the right activity at the right time, and motivating rep persistence throughout the sales process is a challenge, especially at scale. Signal-based selling makes it possible to capture what top sellers do and drive consistency across the team. It provides a rich set of signals that can be easily configured to support your sales process today and any changes over time.

* <https://www.gartner.com/en/sales/insights/b2b-buying-journey>



Why signals matter



Why signals matter



Sales Behavior Trends

5M+
remote sales people

With an abrupt shift of 5 million people to remote selling, sales behaviors are shifting. And that change is a challenge for sales leaders. Today, more than ever, sales leaders have to coach and guide their teams in cultivating new behaviors and adapting to the changing buyer's journey. Signal-based selling moves well beyond basic metrics such as call volume. First, it provides sales leaders with data-driven insights about important buying signals and the behaviors of top reps. Second, it provides a way to action those insights by driving behavior change across sales teams. Finally, it provides a scalable and data-driven approach to improving sales effectiveness across sales teams.



With rapid shifts happening in the world of our customers, signal-based selling is exactly what was needed to keep our reps focused on the highest-value actions. Despite a new selling environment, the whole team sells like an expert regardless of tenure. It's a win for everyone.

Dean Patton

SVP OF AMERICAS SALES





Signal-based selling is what we use to direct our reps each week in a way that's delightful for them and transparent for our management team.

Meredith Rosenzweig
GTM SYSTEMS PRODUCT MANAGER

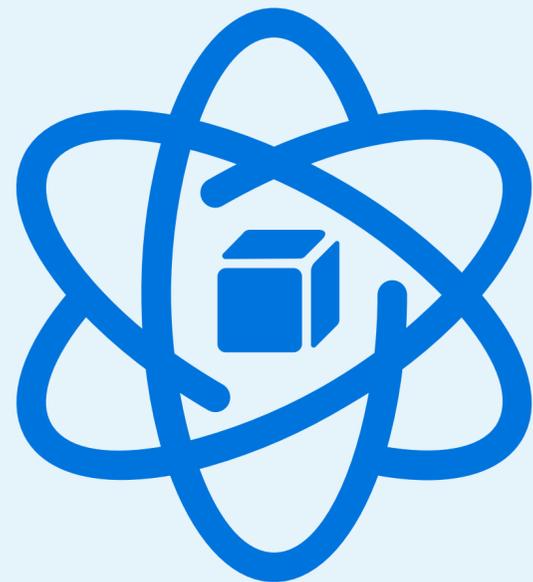


Shift your sales team from noise to signals

Collect all Sales Data

Uncover Buying Signals

Drive Rep Behaviors



Example snapshot of signals

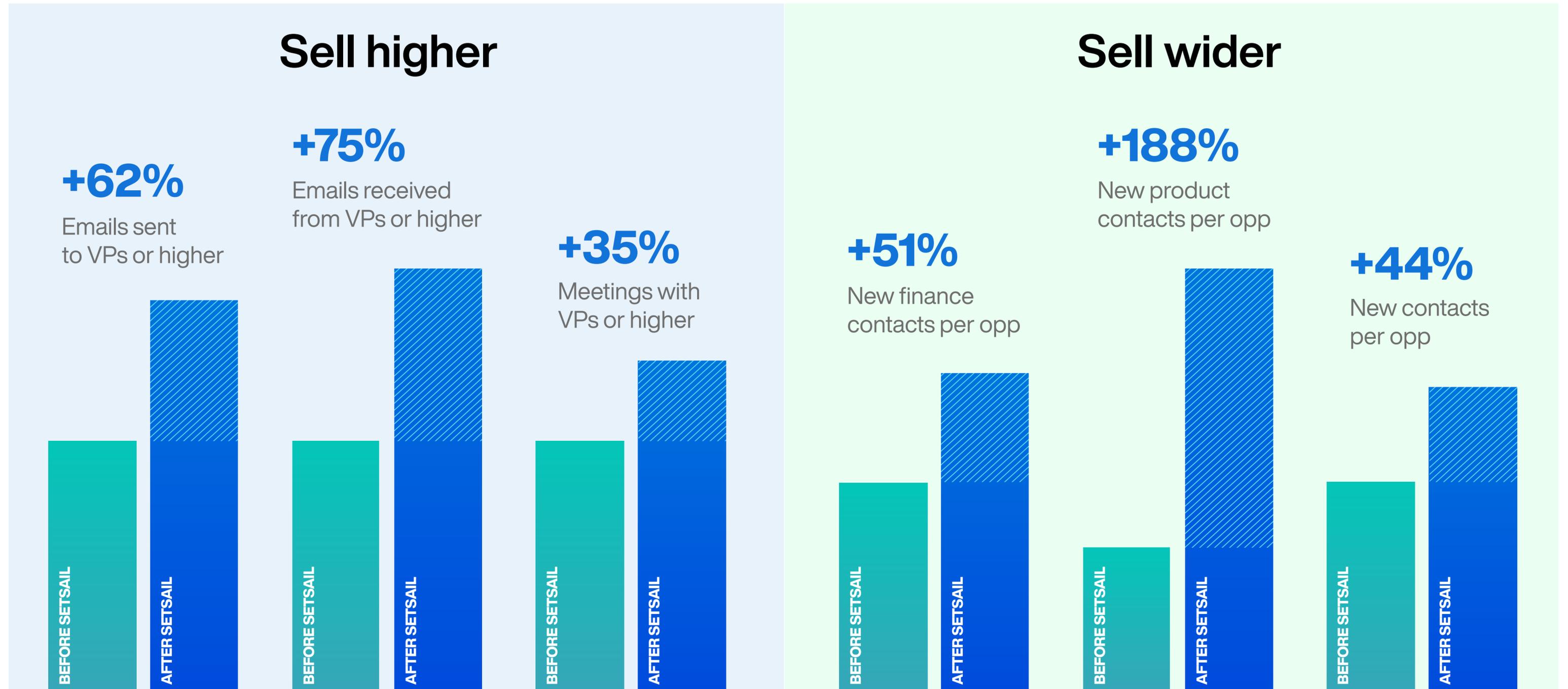
| STAGE | AVERAGE WIN RATE IN LAST 2 YEARS | 25% | IMPROVED WIN RATE |
|---------|------------------------------------|-----|--|
| Stage 1 | 2+ Active contacts | 36% | If by day 60, win rate increases 26% |
| | 4+ Accepted and held meetings | 40% | |
| | 1+ Email about Evaluation Criteria | 46% | |
| Stage 2 | 5+ Emails received about Trials | 38% | +9% if Success Criteria is discussed |
| | 1+ Security document | 47% | |
| | 2+ Contacts in Product or CS | 51% | |
| Stage 3 | 1+ VP or higher | 60% | If only 1 product or CS contact, win rate is 19% |
| Stage 4 | 3+ Emails received about Pricing | 66% | If by day 60, win rate jumps to 73% |

Track the leading indicators of success

Improve win rates at every stage

Note: Meeting data from Google Calendar. Email data from Gmail.
Contact titles from Salesforce & 3rd party data.
Email topic classification based on SetSail algorithms.

Signal-based selling results



Signal-based selling results

Focus on specific opps

+15%

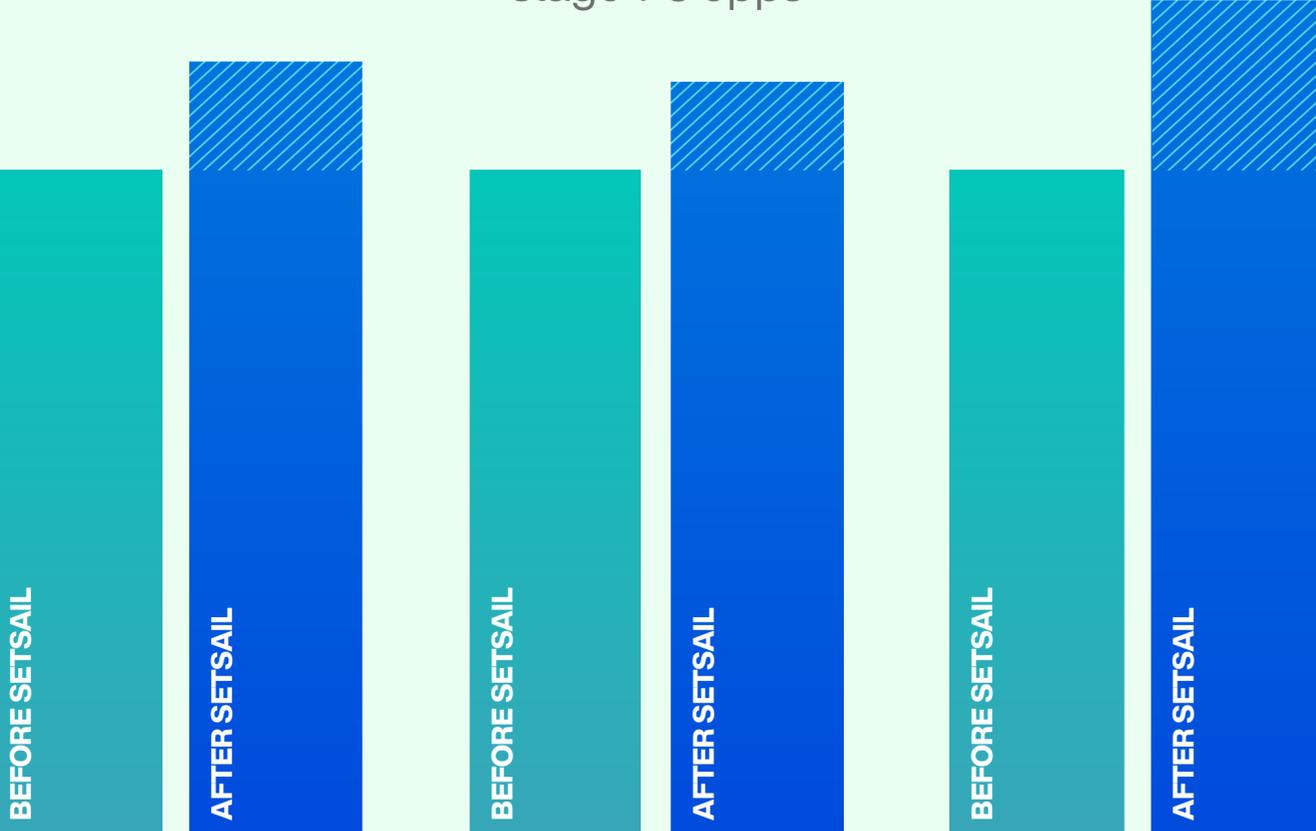
Emails sent to stage 1-3 opps

+12%

Meetings with stage 1-3 opps

+24%

Weighted pipeline



Focus on specific topics

+113%

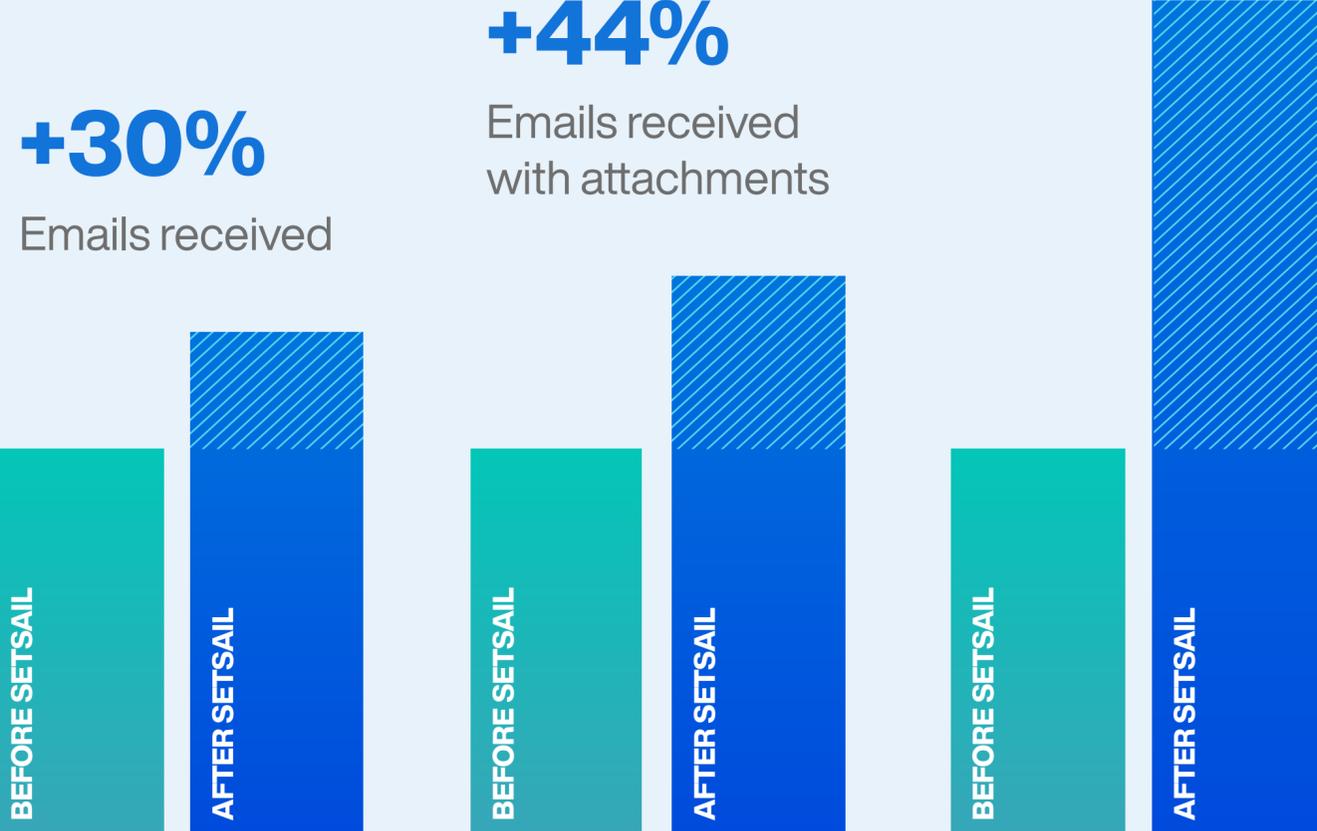
Emails received about trials

+44%

Emails received with attachments

+30%

Emails received



Where to from here?

I'm ready to see it in action

I want to dive deeper

Thank you.



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