

# SALES REPS, It's time to get to know your BUYERS

This study was conducted by Lab42 in August 2016, among 1000 respondents in the United States.

Buyers receive more requests for calls and sales demos than ever before. Talking with salespeople and attending demos can take up a sizable portion of a workday.

**40%**

of people are contacted by a salesperson on a daily basis



**1 in 5**

attend sales demos on a daily basis



## HOW CAN YOU STAND OUT FROM THE COMPETITION?

It's simple; know your product and know your buyer!



### THINGS BUYERS LOVE

- Knowledgeable salespeople
- Proof of product superiority
- Pricing discounts



### THINGS BUYERS HATE

- Inability to answer questions
- Long meetings
- Salespeople that joke too much OR are too serious

Need more help? Download our sales playbook [HERE!](#)

## RULES OF CONTACT: WHAT WORKS BEST?

Know how to best reach your clients

**81%**

of buyers prefer to be contacted by email



Buyers don't want requests from salespeople via Facebook, Twitter or LinkedIn.

**39%**

of people only skim posts on social media



When it's time to get down to business, move the conversation to email.

**55%**

of buyers prefer to be contacted in the morning



Compare that to 7% who prefer to be contacted around noon & a mere 1% who prefer to be contacted in the evening.

## GETTING BUYERS TO COMMIT

When they're on the fence

**39%**

say a salesperson who offers proof of product superiority & value will help push them to buy

23% say a price discount would help tip the scales



**38%**

say a knowledgeable salesperson is more likely to convince them to buy

Only 12% say that a friendly salesperson could persuade them to buy

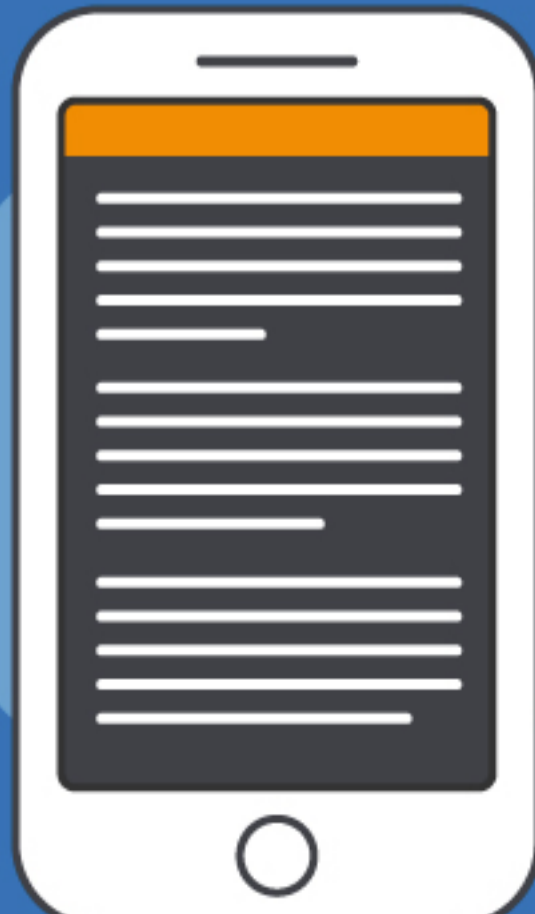


# SUCCESS is in the KNOWLEDGE!

Know your product, know your buyer, and know you have the right solution for them. For a complete rundown on how to perfect your sales meetings and close more deals...

DOWNLOAD OUR PLAYBOOK

**HERE!**



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teamed up for this survey to identify ways in which salespeople can be more productive when they're talking to potential buyers.