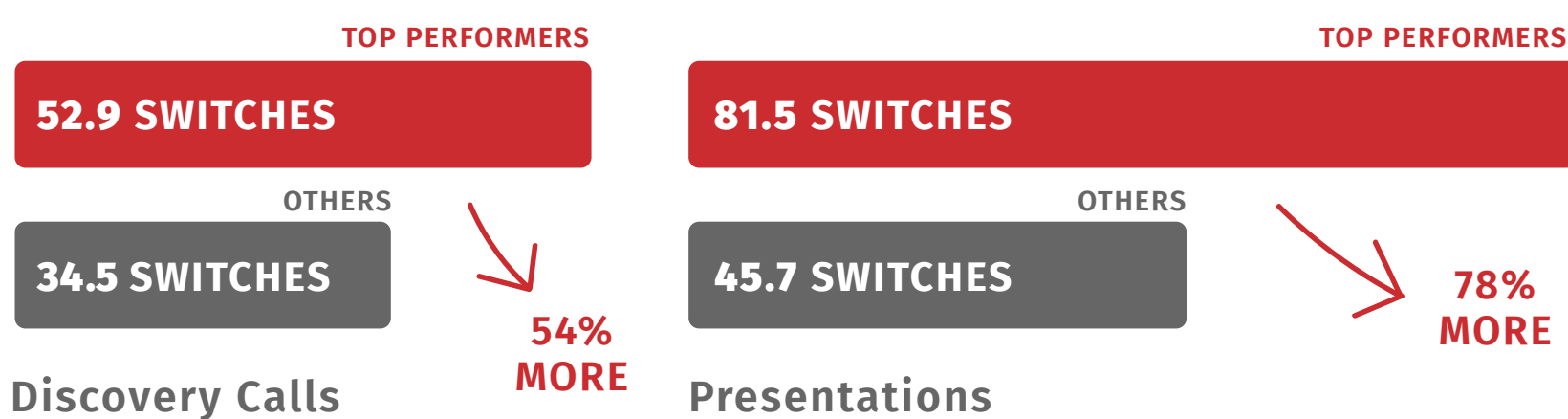


# Best Practices of Top-Performing Sales Reps

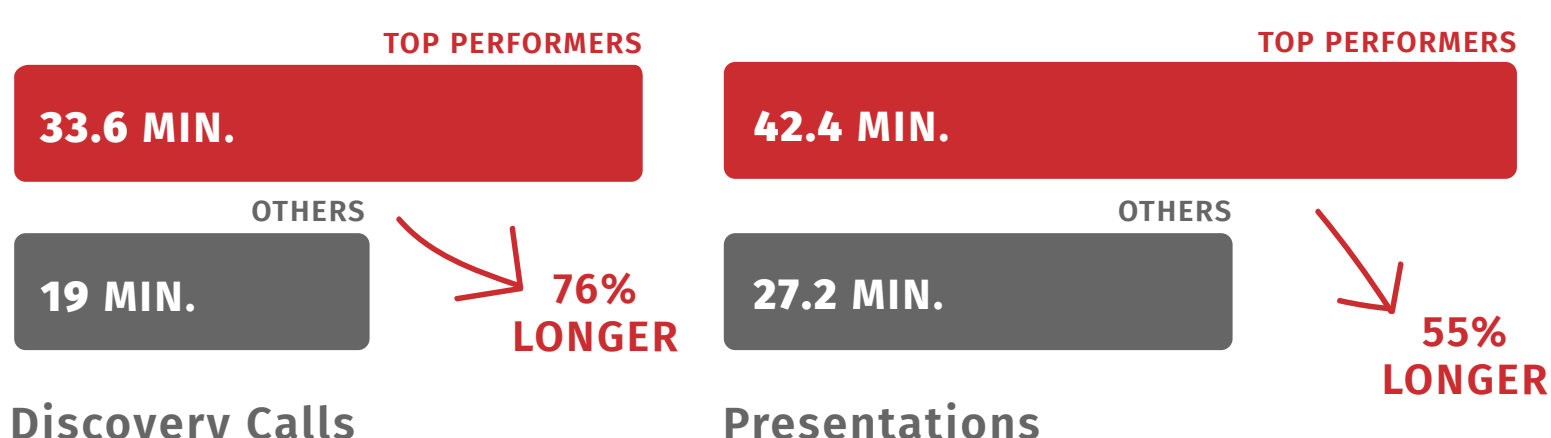
We analyzed nearly 24,000 sales conversations to uncover the best practices of top performers. See what leading sales reps do differently.

**1** Top Performers take turns with prospects **54% more** on calls and **78% more** in presentations.



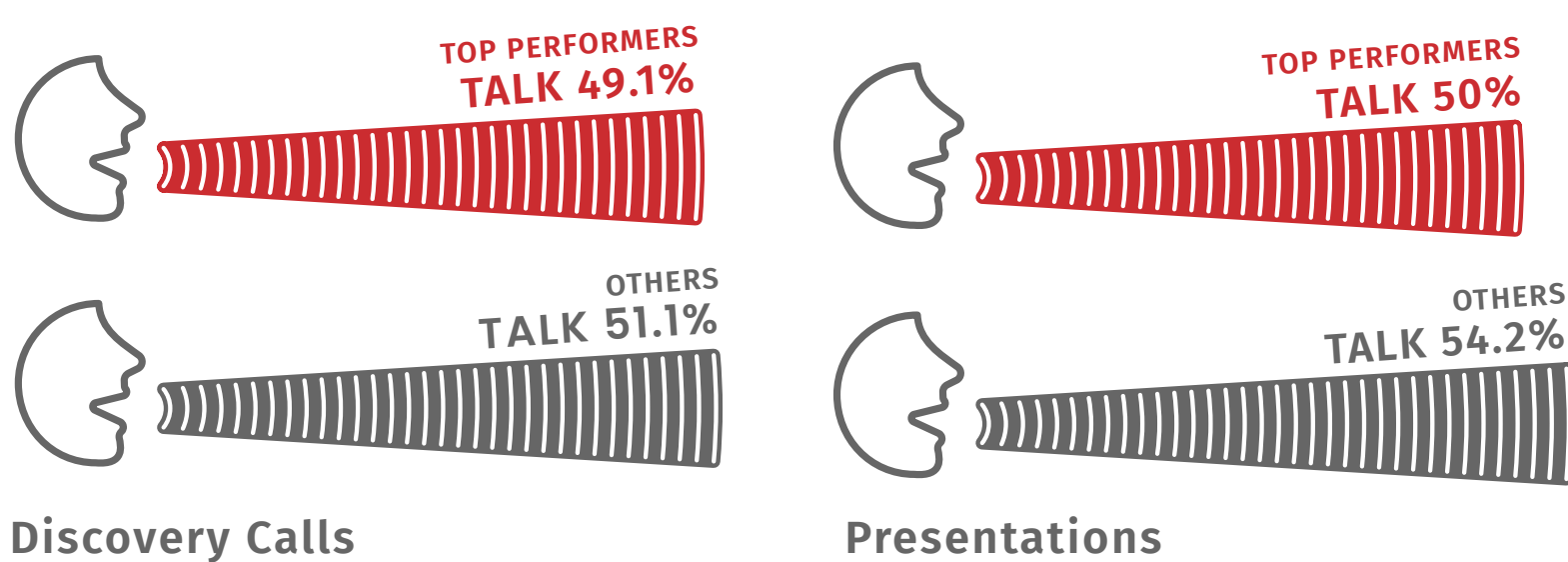
**BEST PRACTICE** ▶ Top performers are more conversational.

**2** Top performers' discovery calls are **76% longer** and presentation calls are **55% longer**.



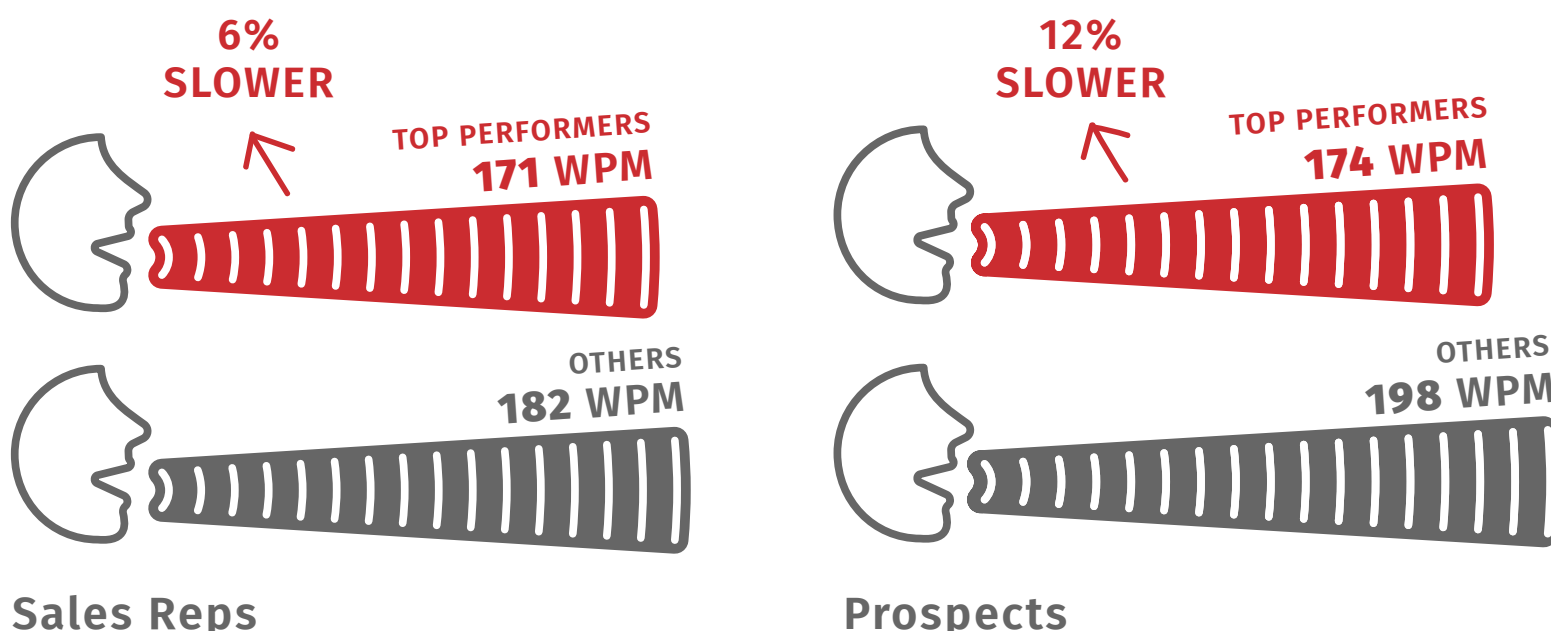
**BEST PRACTICE** ▶ Top performers are more engaging.

**3** Top performers don't necessarily talk less, but they **get prospects talking way more**.



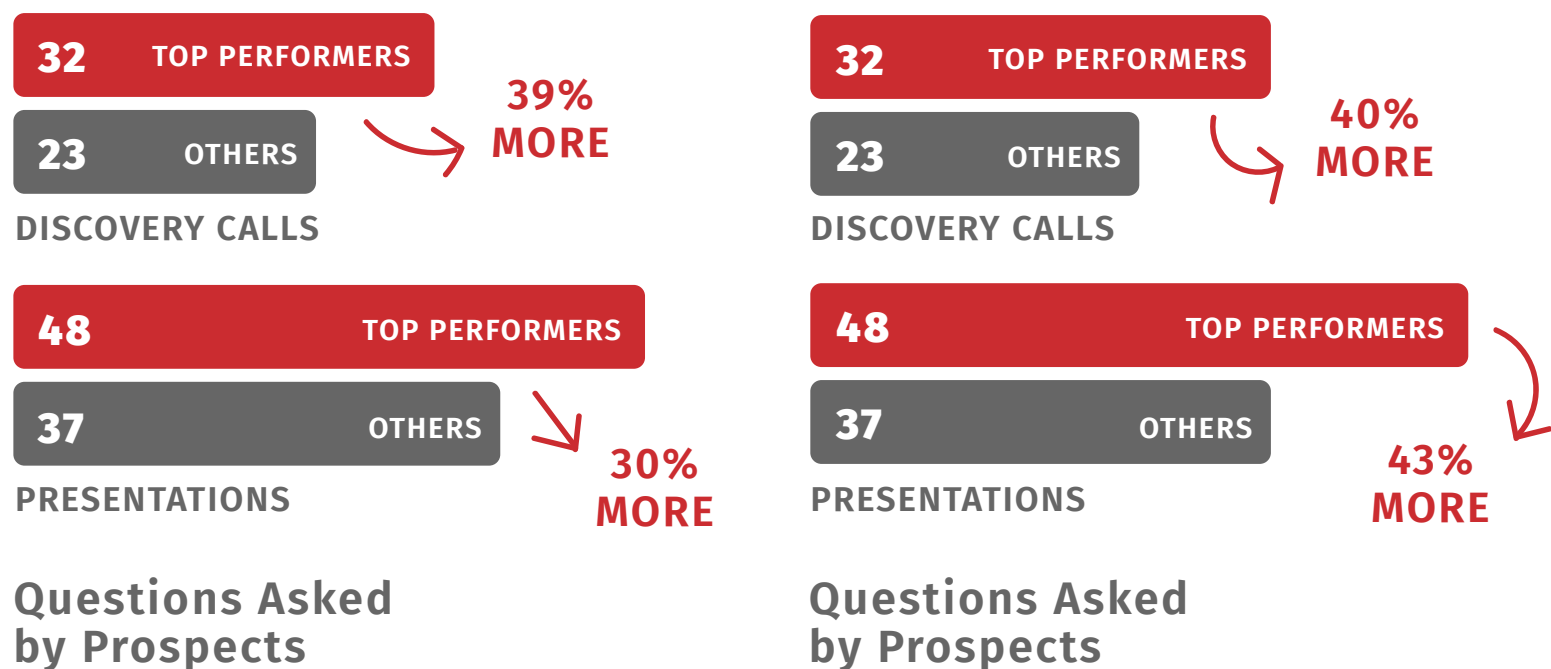
**BEST PRACTICE** ▶ Top performers are more persuasive.

**4** Top performers **speak more slowly**—and their prospects do, too.



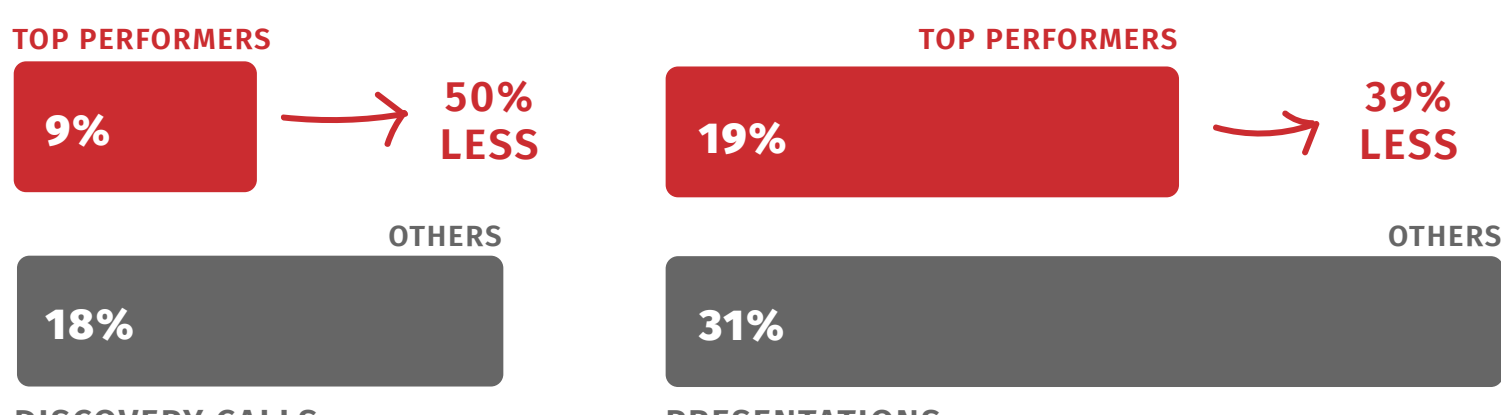
**BEST PRACTICE** ▶ Top performers put prospects at ease.

**5** Top performers both **ask and receive more questions**.



**BEST PRACTICE** ▶ Top performers are more curious.

**6** Top performers **discuss product features far less**.



**BEST PRACTICE** ▶ Top performers focus on solutions, not features.