

5 HABITS OF HIGH-PERFORMING ENTERPRISE LEADERS



All-star sales teams need world-class leaders. These are the 5 things leaders of high-performing enterprise teams focus on to motivate their reps, break records, and maximize results.

01



ELEVATE THE CONVERSATION

Your team is smart, capable, and has years of experience under their collective belt. (That's why you hired them, right?)

Your job? Understand where each of your reps' most important deals stand. Know the risks. Spot which deals need attention. Then work with the rep to develop a plan to move the deal forward.

Bonus points if you arrive at your 1:1 prepared to help your rep. Rather than spending valuable time discussing where a deal is today, know where the deal is at ahead of time so you can spend less time updating and more time strategizing.

With seasoned reps, it's not about hand-holding. The magic happens when you collaborate with your reps to get deals over the line.

02



SHARE DATA-DRIVEN INSIGHTS

What's working? And how do you **know**?

Create space for your reps to stay up on the latest with the rest of the team, company, and the market. In these meetings, report on trends in sales conversations at scale over time (think: market changes, winning talk tracks, or spikes in competitive mentions). This data-driven feedback loop helps your reps level up together and builds tribal team knowledge.

In fact, 65% of B2B sales organizations will transition from intuition-based to data-driven decision making, using technology that unites workflows, data, and analytics by 2026. (According to [Gartner's Market Guide for Revenue Intelligence Platforms](#).)

Want to be ahead of the curve? Infuse data into your knowledge-sharing routine. Use your tech stack to pull real-time insights and share them with the team. Let the data do the talking and establish team norms that dismiss opinions and instead turn to data to unlock reality.

03



REMOVE OBSTACLES

Your role is to make your rep's lives easier by removing friction.

Do this by prioritizing unblocking hurdles in their deals. Know where deals are stuck and deploy the right resources to keep deals sprinting towards the finish line.

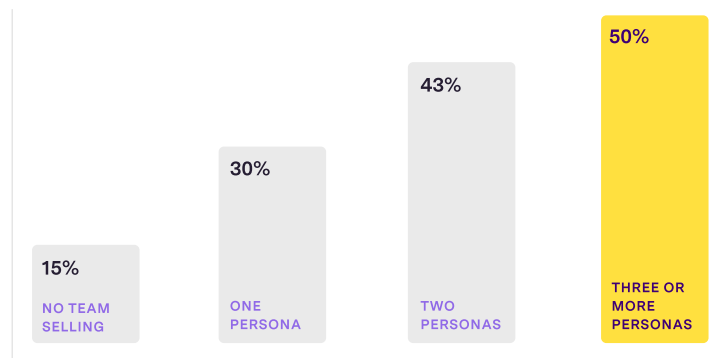
The good news: You can help, and others can too. Bringing in support from the broader GTM org (aka team selling) will accelerate time to close and increase the chances of closing a deal.

In fact, the more personas you get involved, the more likely reps are to make it to closed-won. A few personas to get involved: finance, sales engineering, and customer success. Each of these conversations will get you closer to a win. Remember: sales is a team sport.

So if a deal is stalled, join the next call and start building a relationship. Your team (and quota) will thank you.

**SALES LEADERS
(THAT'S YOU)
INCREASE WIN
RATES BY
119%**

Team selling has a tremendous impact on win rates



Number of selling personas involved



CREATE A CULTURE OF COLLABORATION

Top-performing teams are **learning teams**. They share information and feedback to understand how and why successes and failures happen.

Non-collaborative teams, on the other hand, make it difficult to share your mistakes, acknowledge that you're struggling, or show your vulnerabilities – especially if you're new to the role or are in a slump.

As a leader, focus on creating an environment where team members freely ask for advice and share their mistakes without being reprimanded. That way, your team will seek feedback and more openly accept new ideas that improve their skills.

A few ways to spark learning on your team:

- Review what's working for other reps and regions
- Assist reps with fine-tuning their strategic sales skills
- Find consistent friction points or blockers in deals
- Focus on a point in the sales process where reps want (or need) to improve



MAXIMIZE TRUST

Teams crumble without trust.

It's the difference between barely hitting quota and leading the company into a new phase of growth.

Here's how to build trust with your team:

1. You go first. Share what you've struggled with in the past as a manager and ask your team for ideas. At a team meeting, play a recorded call you led that didn't go well. Ask your team for comments, tips, and advice.
2. Praise people when they've done a great job publicly. Keep your more critical comments private so only you and individual reps see them.

Embody these 5 habits and your team of top-performing senior sellers will be breaking company records in no time. (Dare I say: Biggest deal in company history?)

Want to see how senior sellers are using Gong to boost productivity, build better customer relationships, and spot deal risks from a mile away?

[Book a demo](#)