

7 REVENUE-BOOSTING STATS EVERY VP OF SALES NEEDS TO KNOW

Want to take your team to new heights?

These 7 data-backed tactics are your rocket fuel. Implement them correctly, and you're in for a record-shattering ride.

I. INSIST ON MULTI-THREADING

You need an army of buyers in every deal.

Multi-threading — the process of involving multiple stakeholders from the buyer's side in a deal — is your one-way ticket to outperforming projections *without* adding new deals to your forecast.

With more stakeholders pushing for the deal, multi-threading means more closed-won. It also means reps don't get ghosted by their *one* contact.

There's another upside: Deal values also increase *dramatically* when sellers involve 15+ buyers in their deal. **Sellers can increase deal size 8X when they involve 25 buyers instead of only five.**

Deal value increases when more buyers are involved in the sales cycle



2. TEAMS WIN CHAMPIONSHIPS

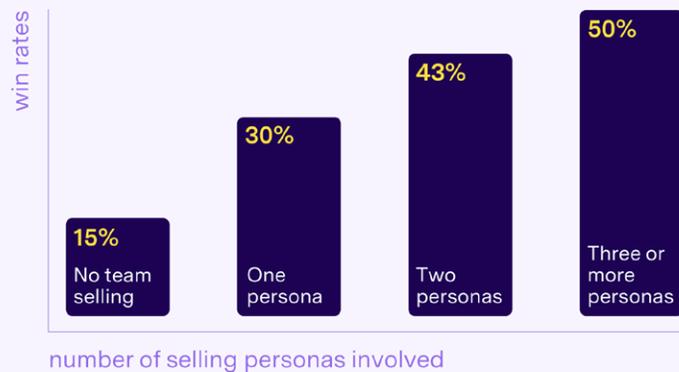
Sales isn't a solo mission — it's a team sport.

Team selling means weaving multiple people from your org into sales conversations (think: sales engineers, sales leadership, and customer success managers).

Adding **ONE** more person from your org to sales calls **DOUBLES** your chances of reaching closed-won.

Getting executive alignment is one of the top plays your team can make. If your reps execute, you'll be jumping on a *lot* more calls and boosting win rates on every single one. (Worth it.)

Team selling has a tremendous impact on win rates



3. MAKE NEXT STEPS A NON-NEGOTIABLE

Wins rates are significantly higher when next steps are discussed at any part of the sales cycle

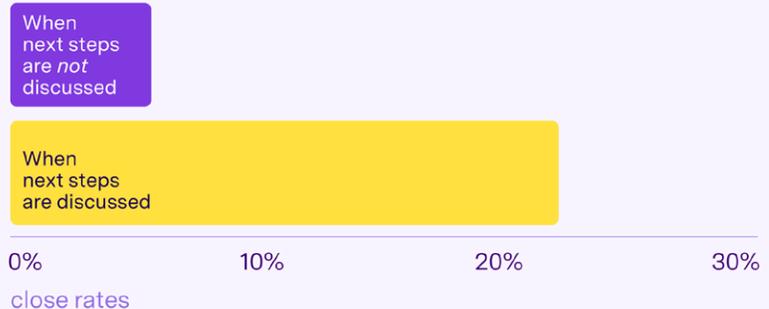
Do your reps struggle with deals stuck in “no decision”?

Driving next steps lets your team break free of sales purgatory and keeps the deals in your forecast on track.

Need more convincing?

Close rates decline by 71% when next steps are not discussed on the first call.

Coach your reps to keep deal momentum top of mind. Reps need follow-up actions for every deal in their pipeline. (Forecast deals without next steps at your own risk.)



4. EMBRACE CHANGING CLOSE DATES (WITH A CAVEAT)

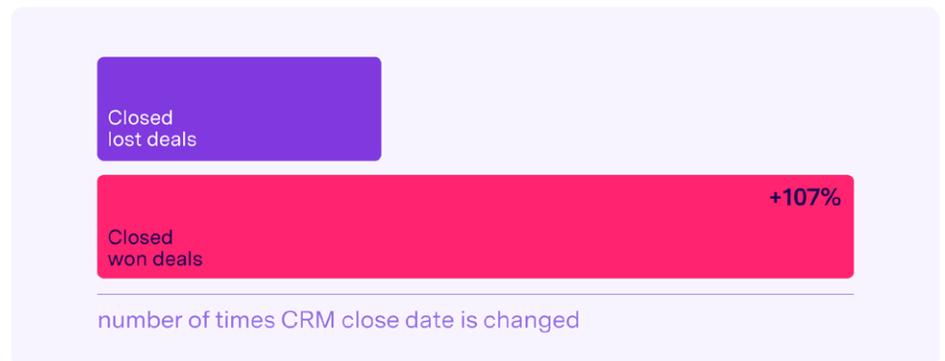
Winning deals update their CRM close significantly more often than losing deals

Winning deals update their close dates more often.

CAUTION: This is only true for dates that change by less than three weeks. More than that and you're correct to panic.

Changing close dates by a few days or a week or two may feel like bad news, but it's actually proof of communication and alignment. Plus, accurate close dates paint a better picture of reality.

The truth is in the data: **Closed-won deals fluctuate 31% more than closed-lost deals.**

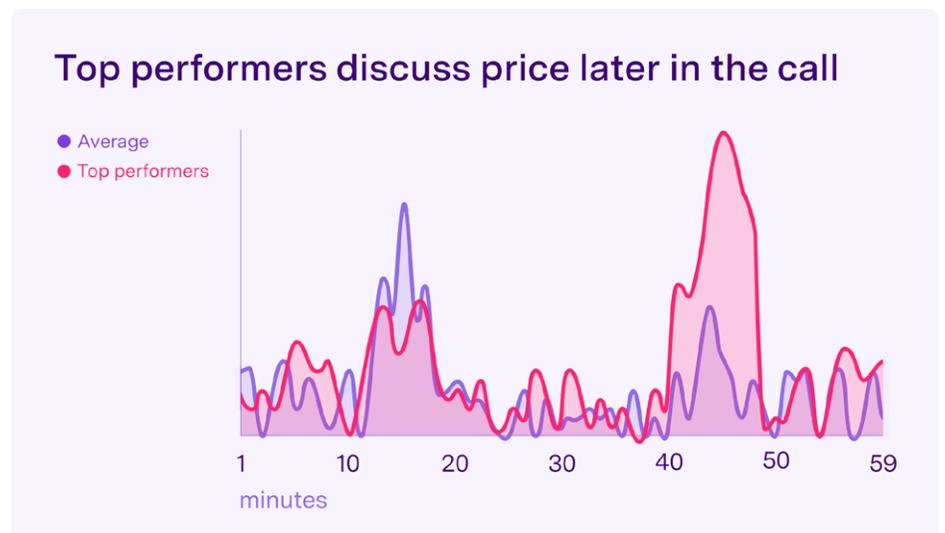


5. PREP REPS FOR PRICING DISCUSSIONS

Talking about money is part of doing business. The trick? It's all about when your reps bring up pricing.

Top performers raise the issue of price in the 38-46-minute window of the first call.

Here's how to capitalize on that: Train your teams to confidently discuss pricing *later* in the first call. They should prove the offering's indisputable value *first*, then *talk pricing* (leaving *plenty* of time to discuss next steps).



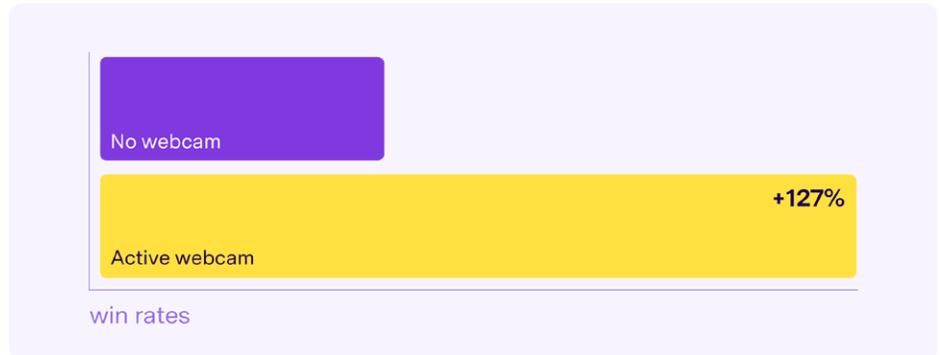
6. BUILD DIGITAL RAPPORT

Win rates are significantly higher when webcams are active

If your reps sell virtually (like most teams), the easiest way to boost win rates is by having them turn on their webcams. It sounds ridiculously simple (because it is), but it works.

Webcams are your on-switch to increasing win rates by 127%.

Establish this as a norm across your sales teams and watch signed contracts pile up on your desk(top).



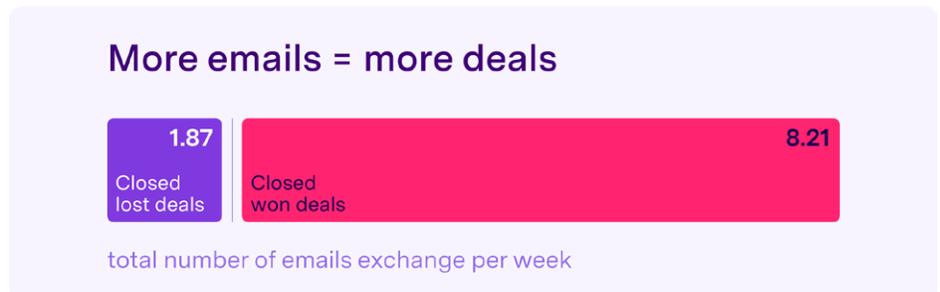
7. REVV YOUR (EMAIL) ENGINES

Email velocity is the #1 indicator of whether a deal is going to sign.

Winning deals exchange 4.3X% more emails than lost deals.

To clarify: It's not "velocity" if the engagement is one-sided. There *has to be* back and forth between the rep and the buyer.

If the back and forth isn't ramping up on a committed deal, that's a red flag. Deals don't close without communication. Knowing which deals are gaining momentum and which are losing steam allows for more accurate forecasting.



Imagine checking your entire forecast for email velocity, team selling, multi-threading and more. (You know... the deal insights that make or break your quarter.) We'd love to show you what Gong could do for you. [Book a demo](#)