

LinkedIn

Deep Sales:

# The B2B Sales Playbook to Boost Revenue in 2024

[Singapore]



# About This Report

## In this report, we sought to uncover four things:

- 1 What top performers, or what we call deep sellers, are doing to succeed
- 2 How salespeople globally are using AI and sales intelligence tools to their advantage
- 3 What B2B buyers really want and need from sellers
- 4 Provide actionable insights and advice about how to become a deep seller and create a team of deep sellers

Our findings are based on survey data from 2,187 sellers and 508 buyers globally conducted by Ipsos, a world-class market research firm, insights gleaned from [LinkedIn Sales Navigator](#), and advice from our customers and industry experts.

### Let's Continue the Conversation

We have a treasure trove of data that we're looking forward to sharing with you throughout the entire year. We're already working on additional reports where we explore deep sales from the perspectives of SMBs and enterprises, specific industries including financial services, professional services, technology, and manufacturing, and so much more. Follow the [LinkedIn Sales Navigator](#) page to stay up-to-date.



## What is deep sales?

Deep sales is a category of software within the sales intelligence space. It was established by the LinkedIn Sales Solutions team in Spring of 2022, solidifying the notion that Sales Navigator is highly differentiated from other sales tools because of its capabilities, fueled by the powerful data and signals provided by the unique LinkedIn platform.

The deep sales is also an approach consisting of 3 habits that are directly and quantifiably correlated to a higher chance of a seller beating their quota.

The 3 habits are:

- 1) Prioritize high potential accounts.
- 2) Identify and build key buyer relationships.
- 3) Find hidden allies and timely intel for relevant outreach.

Sellers who exhibit most, if not all, of these behaviors routinely excel within their sales organizations as top performers, or what we call deep sellers. The sellers who do the least of these behaviors are low performers, or shallow sellers.



# A Deep Sales Double Click = 3 Habits Comprised of 10 Behaviors

## Habit 1:

**Prioritize high potential accounts**

### 3 Behaviors

#### 1. Research prospects

Do significantly more research on prospects before outreach than they did 12 months ago.

#### 2. Research customers

Use customer and industry research to inform cross-sell and upsell strategies in current customer accounts.

#### 3. Use sales intelligence tools

Use sales intelligence software to help them prioritize accounts.

## Habit 2:

**Identify and build key buyer relationships**

### 4 Behaviors

#### 4. Create warm paths in through connections.

Researching and identifying people in their network — such as current teammates, former colleagues, connections working at the target company, etc. — who are connected to potential buyers at their target account for a warm first outreach.

#### 5. Multithread deeply into each account

Establish at least 7 relationships within an account including decision makers, members of the buying committee, and other purchase influencers.

#### 6. Utilize social networks to identify and research key people

Use professional social networks to identify key decision makers and research on all social networks to better understand their buyers.

#### 7. Spend more time nurturing and building trusted relationships

Spend more time building relationships with key people at both prospective and current customers than they did 12 months ago.

Build a stronger, trusted relationship by asking for buyer feedback after an interaction.

## Habit 3:

**Find hidden allies and timely intel for relevant outreach**

### 3 Behaviors

#### 8. Gather intel from hidden allies

Connect with hidden allies — outside of the buying committee — to learn what is happening at the target account.

#### 9. Monitor social networks

Identify the best time to reach out to decision makers with relevant communications by monitoring their social networks and setting up alerts.

#### 10. Stay up to date on industry news

Scan business news regarding the target account and their industry to inform timing and relevance of outreach.

# Singapore



# Singapore Overview

Deep sellers are 2.1X more likely than shallow sellers to have avg. deal size over 1M dollars.

But only 14% of sellers in Singapore are classified as deep sellers.

So, what do deep sellers do?

## They do industry research.

Sales professionals are 27X more likely to exceed quota if they prioritize industry research. 67% of deep sellers prioritize industry research on current customers, compared to only 16% of shallow sellers.

## They multi-thread.

Sales professionals are 26X more likely to exceed quota if they have 7 or more contacts who are decision makers. 55% of deep sellers say that they have 7 or more contacts at a clients account who are decision makers compared to just 16% of shallow sellers.

## They invest in customer relationships.

Almost 1 in 2 deep sellers in Singapore (48%) seek buyer feedback following an interaction all the time compared to 11% shallow sellers.

# Singapore Overview

Deep sellers are 2.1X more likely than shallow sellers to have avg. deal size over 1M dollars.

But only 14% of sellers in Singapore are classified as deep sellers.

So, what do deep sellers do?

**They embrace AI & Sales Intelligence tools.**

Deep sellers in Singapore are 1.7X more likely than shallow sellers to use AI to identify opportunities that are at risk.

84% of sellers in Singapore agree that those who use AI to research prospects/customers will excel in the future, while 87% say they want training on how to best use AI technology.\*

71% of deep sellers utilize sales intelligence tools to identify high potential accounts, which is significantly higher than shallow sellers (14%). Singapore data is higher than deep sellers (62%) and on par\* with shallow sellers (15%) globally.

# Singapore Overview

## What did we learn about buyers?

### In-person still matters.

**Sellers (88%) and buyers (72%) agree it is important to meet in-person meetings prior to closing a deal.** Data for Singapore is on par\* with sellers and higher for buyers globally (87% sellers; 67% buyers).

### Long-term relationships pay off.

**38% of buyers in Singapore say they have bought from the same sales professional,** even after they switched companies. Additionally, 46% of buyers who have moved companies have bought from the same sales professional, highlighting the importance of relationships. Singapore data is lower than global data for both (50% and 54%).

### Budgets may not always be roadblocks.

**Singapore sellers are more optimistic than buyers regarding budgets.** 73% of sellers expect purchasing budgets to increase (12% substantially 25%+ and 61% somewhat <25%) in the next 12 months compared to 58% of buyers (10% substantially 25%+ and 48% somewhat <25%). Singapore data for buyers is lower than global buyers (64% increase).





# APAC Data



# Deep Sellers in APAC Crush their quota

What are some of the deep sales habits their practicing to crush their quota?

**59% of deep sellers in APAC spend their time learning more about a customer's industry** compared to shallow sellers who spend 21% of their time focused on industry research. Globally, 62% of deep sellers and 20% of shallow sellers conduct industry research.

**Deep sellers in APAC are more likely than shallow sellers to have seven or more contacts across key personnel within accounts** (purchase influencer 63% vs. 19%, buying committee members 63% vs. 15% and decision makers 57% vs. 15%).

**Over 1 in 2 deep sellers in APAC (51%) seek buyer feedback following an interaction all the time** compared to just 12% shallow sellers.

**19%**

of sellers in APAC are classified as deep sellers, while 47% are shallow sellers.

**1.3x**

Deep sellers in APAC are 1.3x more likely to exceed quota compared to shallow sellers.

# Deep Sellers in APAC use AI and Sales Intelligence tools.

**84%** of sellers in APAC agree that those who use AI to research prospects/customers will excel in the future, while 87% say they want training on how to best use AI technology.\*

**68%** of salespeople in APAC who use AI exceeded their quota, while **32%** of those who didn't use AI exceeded their quotas. Impact of AI on quotas is lower than the global data (75% of AI users exceeded their quotas).

**2 in 3 (67%)** of deep sellers utilize sales intelligence tools to identify high potential accounts, which is significantly higher than shallow sellers (16%). APAC data for deep sellers is higher than global data (62%).

# Demystifying the Buyer-Seller Relationship in APAC

**Both sellers (88%) and buyers (69%) in APAC agree it is important to meet in-person** prior to closing a deal.\*

**47% of buyers in APAC say they have bought from the same sales professional**, even after they switched companies. Additionally, 53% of buyers who have moved companies have bought from the same sales professional, highlighting the importance of relationships. The APAC data is slightly lower than the global data (50% and 54%).

**Sellers in APAC are more optimistic than buyers regarding budgets.** 74% of sellers expect purchasing budgets to increase (14% substantially 25%+ and 60% somewhat <25%) in the next 12 months compared to 71% of buyers (11% substantially 25%+ and 60% somewhat <25%). Buyer data in APAC is higher than budget perceptions globally (64% increase).



Read the full report to unravel the secrets of success in this modern era of B2B selling here.



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