



KORN FERRY

BE MORE THAN

WHY A PROVEN SALES METHODOLOGY IS A ROADMAP TO SUCCESS



Integrating a proven, predictable, and scalable methodology into the sales process has a measurable impact on performance.

HERE'S WHAT THAT MEANS AND HOW TO DO IT RIGHT.



The key metrics of sales continue to decline. Korn Ferry's 2024 Sales Maturity Survey found revenue attainment has decreased by approximately 6% in the past five years, while win rates have dropped around 5% over three years. Challenges include buyer paralysis: 66% of those surveyed state that sales fall through due to fear of making the wrong decision, while more people (six to eight stakeholders) are involved in decision-making.

It's no wonder that 80% of surveyed sales professionals report that sales cycles have increased by between two and six months. More worrisome, 69% of sales leaders believe they do not have the talent they need to succeed in the future.

Creating and implementing sales processes that successfully scale and support new ways of working is critical. In fact, sales methodology may be the difference between exceeding expectations and falling short in today's marketplace.

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IN PRACTICE, A SALES
METHODOLOGY EQUIPS
YOUR SALES TEAM WITH
A REPEATABLE AND
SCALABLE FRAMEWORK
TO ACCELERATE
SALES PERFORMANCE.

What sales methodology means— and why it matters.

In such a challenging environment, predictable results begin with proven processes. That means defining the right set of sales activities in sequence (based on a customer's path) that will enable your sales professionals to engage effectively and efficiently with new prospects and existing customers.

Methodologies take that a step further—digging into the details of each step of that sales process. They introduce discipline through a system of principles and best practices that translate into seller actions. They steer sales pros through what to do and how to do it. So whether it's preparing for a sales call, analyzing an opportunity or upselling a large account, a sales methodology connects the process to customers' needs and provides a framework for how to navigate each stage.

Effective methodologies are the backbone of successful sales organizations. They provide sales reps and managers with repeatable and scalable ways of working that are proven to deliver the outcomes the business is seeking.

Best-in-class sales teams:

Lean into the **combination of methodology and technology**, embedding it in their CRM, and setting up a scalable approach that boosts efficiency and productivity for lead/contact management, collaboration, and cross-selling opportunities.

Employ a **formal sales methodology** which provides a common language for sellers to make it easier to articulate solutions and negotiate effectively. Supplemented with coaching and reinforcement, success becomes more easily repeatable.

Provide formal, **effective onboarding and training** which accelerates ramp-up time to full productivity and reduces turnover.

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IT IS SIMPLY IMPOSSIBLE TO IMPROVE YOUR ORGANIZATION'S SALES CAPABILITIES AND WIN COMPLEX SALES CONSISTENTLY AND PREDICTABLY WITHOUT A CONSISTENT METHODOLOGY.

Reliably drive higher sales performance

Korn Ferry's integrated solution aligns your sales team, using proprietary assessments to ensure that you have the right roles, people, and channels deployed to the right market segments—along with the right incentive programs to motivate your sellers.

Then we improve your execution using **Miller Heiman Group's** market-leading sales training programs, along with coaching and reinforcement, to execute the methodology with precision and ensure your salespeople differentiate themselves and your solutions by adding greater value than the competition.



Sales Methodology: Powered by Miller Heiman

Now under the Korn Ferry umbrella, the fully-integrated Miller Heiman Sales Methodology is the go-to framework for companies around the world. It is designed to boost performance in three critical areas:

Managing relationships:

Creating strategic plans and long-term roadmaps for your most important accounts, so you can deliver multi-year, mutually beneficial account growth.

Managing opportunities:

Winning complex deals with a scalable, insights-driven approach to opportunity management, and developing strategies and action plans to win more deals, faster.

Creating opportunities:

Better preparation for meetings with buyers' needs in mind by focusing on customer-centric conversations, assessing buyer needs and avoiding misalignment.

Sales Training and Coaching: Powered by Miller Heiman

A well-honed sales methodology, on its own, is not enough. One of the biggest obstacles facing sales organizations today is sales talent.

Sales professionals need to develop the skills and capabilities to follow the steps of the sales process and apply the sales methodology successfully. Sales leaders need to commit to reinforcing the use of methodology; and technology tools help to drive consistent adoption.

Training that incorporates real-world practice—working with real prospects and customers, guided by coaching from sales managers, is the most effective approach. Over time, sales professionals can develop a fluency in the methodology so they can adapt to different buying situations, business problems, and solution preferences and provide insight and perspective tailored to a buyer's needs.

Delivered through a combination of self-paced e-learning, virtual and on-site instructor-led courses and public classrooms, our sales training and dynamic coaching program is built to help sellers:

- Create impactful client interactions
- Protect and grow accounts
- Win complex sales deals with a common sales language
- Reach high-level decision makers
- Win intricate negotiations
- Identify “defining moments” to create loyal customers

Sales Technology

To continuously move opportunities and win deals in a complex selling environment, sales teams and leaders need to take a strategic approach to selling. And that's not just about methodology—our research tells us that combining methodology with CRM integration results in a four-fold increase in win rates.

Deploying the right technology in your CRM will ensure adoption, close more deals, and provide a foundation for the deployment of AI. The key is to embed your sales methodology at the point of work by gaining visibility into the likelihood of a win and receiving prompts that help keep opportunities moving. This allows sales leaders to build actionable strategic account plans and deepen customer relationships by making every interaction count.

The right technology will also support your sales training program and team development with real-time training resources, coaching insights, targeted support and access to full digital courses.

Why a proven sales methodology is a roadmap to success



Native to Salesforce and Microsoft Dynamics 360, Korn Ferry Sell uses predictive modeling within Salesforce to predict outcomes, gain insights, get action prompts, and improve success rates effortlessly. Users can seamlessly integrate sales methodology into opportunities for productive interactions and a confident, data-driven approach to closing deals.

Accelerate business potential with proven sales methodology: Where to begin.

There are a number of steps sales leaders can take to develop, implement, and refine the best sales methodology for their organizations.

1

Define what success means to your organization. Provide your sales team with a compelling narrative that answers the question “why”. Co-create and communicate a broad and compelling vision as a call to action for the sales organization.

2

Determine whether you have the skills needed within the team to meet your definition of success. Identify the skills and competencies that deliver great sales performance, and assess your team to understand the gaps. This will inform future skills development and talent sourcing strategies.

3

Ensure you have the right sales roles and organizational structure. Redesign, if necessary, your structure to include the roles, job design and metrics to deliver the growth you need. Develop smarter sales processes aligned to buyer behaviors and make sure your compensation plans are working.

4

Decide on a proven sales methodology and common language that will work for your organization. Make sure it is formally defined and deployed. Look for approaches that have proven successful through cycles of business change and disruption and incorporate smart sales approaches aligned to buyer behaviors.



5

Integrate methodology into sales processes. Processes are the sequence of sales actions, while methodology explains at each step the details of what to do, how to do it, and why you do it. The most mature organizations integrate methodology fully into their selling processes. This includes driving adoption and sales success by incorporating methodology into their CRM and daily workflow.

7

Improve decision-making with integrated tech. Understand and predict outcomes of sales activity and forecasting with greater accuracy. Leverage CRM-integrated technology to ensure reliable data—including win rates, deal sizes, and funnel velocity—for robust forecasting and strategic planning.

6

Drive methodology adoption and reinforcement with sales training and coaching. Implement a training and coaching program to equip your team with the skills (the “how to do”) and the methodology (the “what to do”). Integrate training and coaching with your CRM to gain a data-driven approach to identifying areas for improvement.

8

Measure and refine. For the greatest ROI on sales methodology, regularly review and report on the business impact on key performance metrics and leading indicators along the sales pipeline and adjust accordingly.

The size of the prize

The business case for integrating methodology into the selling process and measuring the impact of these processes is clear. Korn Ferry's 2024 Sales Maturity Survey revealed impressive gains for organizations that manage to overcome these challenges:

Sales methodology adoption:

Sales organizations who report >75% adoption of their sales methodology achieve +21% quota attainment, +15% win rates, and +6% revenue attainment.

Access to sales training and development:

Organizations who report that their sales teams have access to sales training and development resources that are available on-demand achieve 18% higher win rates.

Sales technology adoption:

Sales organizations who agree that they have sufficient adoption of the sales technologies they deploy achieve +29% win rates and +12% quota attainment.

Coaching maturity:

Sales organizations at the highest level of coaching maturity enjoy +14% quota attainment, +15% win rates, and -18% voluntary turnover.



METHODOLOGY + CRM ADOPTION: WHEN A DYNAMIC METHODOLOGY IS ADDED TO CRM ADOPTION, THE WIN RATE INCREASE SKYROCKETS TO +16%, A FOURFOLD INCREASE OVER CRM ADOPTION ALONE.

Making the investment in methodology to support the sales function offers real returns—not just bottom-line efficiency gains but top line improvements. But to reap the full benefits, organizations must put in place not only the right methodology, but the vision, training, coaching, technologies, and metrics to make it work.





ACCELERATE REVENUE GROWTH.

SPEAK TO ONE OF OUR
EXPERTS TODAY.

GET IN TOUCH

Korn Ferry is a global organizational consulting firm. We work with our clients to design optimal organization structures, roles, and responsibilities. We help them hire the right people and advise them on how to reward and motivate their workforce while developing professionals as they navigate and advance their careers.

**Business advisors.
Career makers.**