

Maximising B2B sales revenue stream

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16 Sep 2015

Every single sales professional understands the fact that it is not at all easy to make a B2B sale due to the fact that the professional is actually dealing with other professionals. All sales are quite time consuming and do not offer the possibility to create another side business venture or to take up another job.

In order to maximise B2B sales revenue stream, you need to work a lot. You have to always focus on the facts that are of huge importance and you have to keep your eyes on the prize. If your goal is to gain as much as possible through B2B sales, you have to consider the following highly important facts.

B2B sales are based on relationships

This is the very first thing that you have to understand. While for the business owner it is the [business financial plan](#) that is the most important, for the sales person that wants to make B2B sales, the relationships that exist with other sales representatives will help out the most.



Image via [123RF](#)

It is quite a shame to notice that many sales reps will just focus on a solo approach. When you team up with others, we have alternative solutions that appear and that can drastically increase revenues while the current employer remains happy as loyalty is maintained. Clients for B2B sales do have obstacles as they need sales to be done and they rely on the person that does the sales. If there are really strong relationships established with other professionals in the industry, there is a much wider customer solution base that becomes available.

Let us think about an example. Let us say that you are a sales representative for a company that now has a lot of success and that got many new clients. Unfortunately, because of the increase, the software that they use is running slowly and upgrades are needed. You can recommend another sales rep that can promote software solutions. That would bring in some sort of referral commission and every single part of the transaction will be happy. When that other sales rep needs something similar to what your client offers, he will talk to you.

B2B referrals to increase sales

One of the best ways to maximize revenues when you work with B2B sales is to go for these referral options. They actually bring in a lot of extra income without doing much extra work. The only real "work" that you do is network and look for other reps. As you build your network and you see what they promote, you will have so many things that could be promoted as services your clients could use now or in the future. For instance, you could [network](#) with reps that offer interior remodelling services, loans, tech services and so on.

Networking

Networking is not at all difficult. There are many networking meetups, lunches and events that take place. That is where you can find many prospective referrals in various industries. Just keep your eyes open and make a good list of the options you could promote in the future.

ABOUT BORIS DZHINGAROV

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