


The new
role of

SALES

in a digital world



**CONTENT.
SOCIAL MEDIA.
REVIEWS.
COMPARISONS.**

**CUSTOMERS
TODAY HAVE ALL
THE POWER.**

THEIR RESEARCH PHASE IS INCREASING, EVEN FOR LOW INVOLVEMENT PRODUCTS.

Low involvement

Medium involvement

High involvement

b2b



32%



44%



64%



60-80%

Source: GfK 2013 | Understanding consumer journeys + SiriusDecisions

**I WANT
IT
NOW!**



TODAY, BUYERS WANT INSTANT GRATIFICATION (AND NOT ONLY IN B2C)

The rise of real-time
communication

Buy buttons in
social media

Ever faster logistics
& instant delivery

3D Printing

**TODAY WE USE
SOFTWARE AND
ALGORITHMS
TO BUY STUFF**

⋮

**DIGITAL ASSISTANTS
PREDICTIVE BUYING
INTERNET OF THINGS**

⋮

Range 3cm

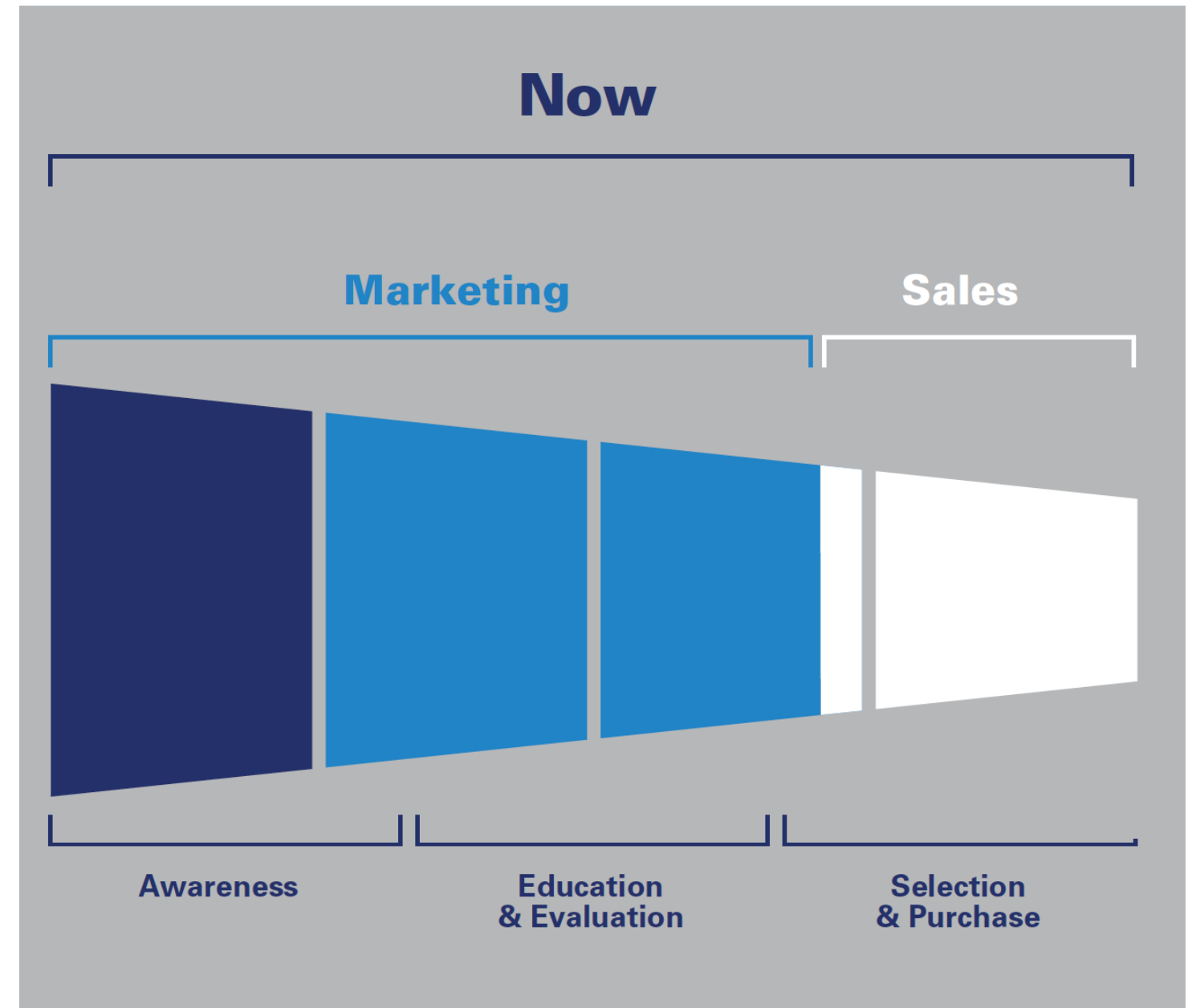
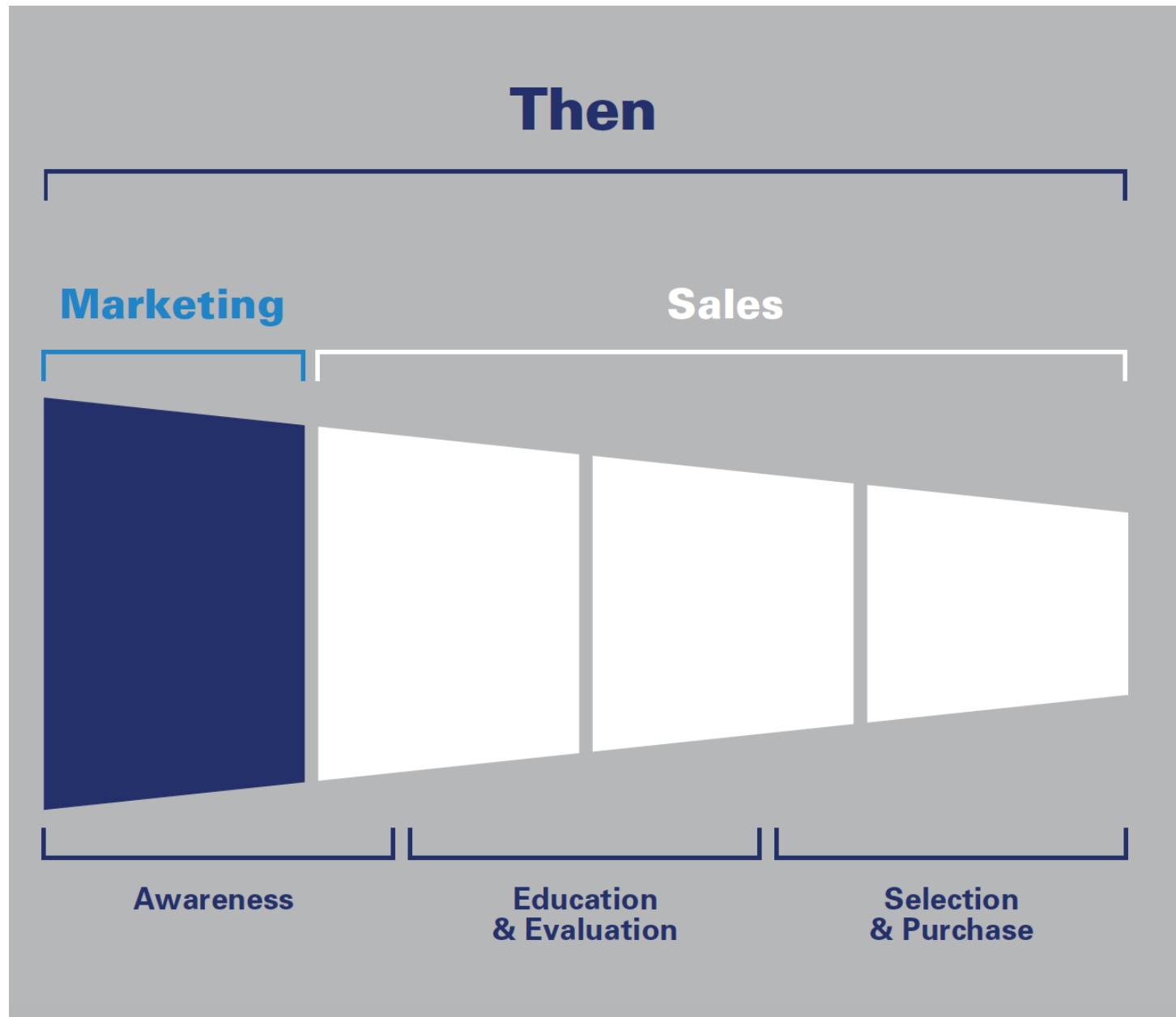
**YOUR
REACTION?**



BUYERS **WAIT** UNTIL THEY
HAVE COMPLETED 60-80%
OF THEIR RESEARCH **BEFORE**
REACHING OUT TO VENDORS

SiriusDecisions

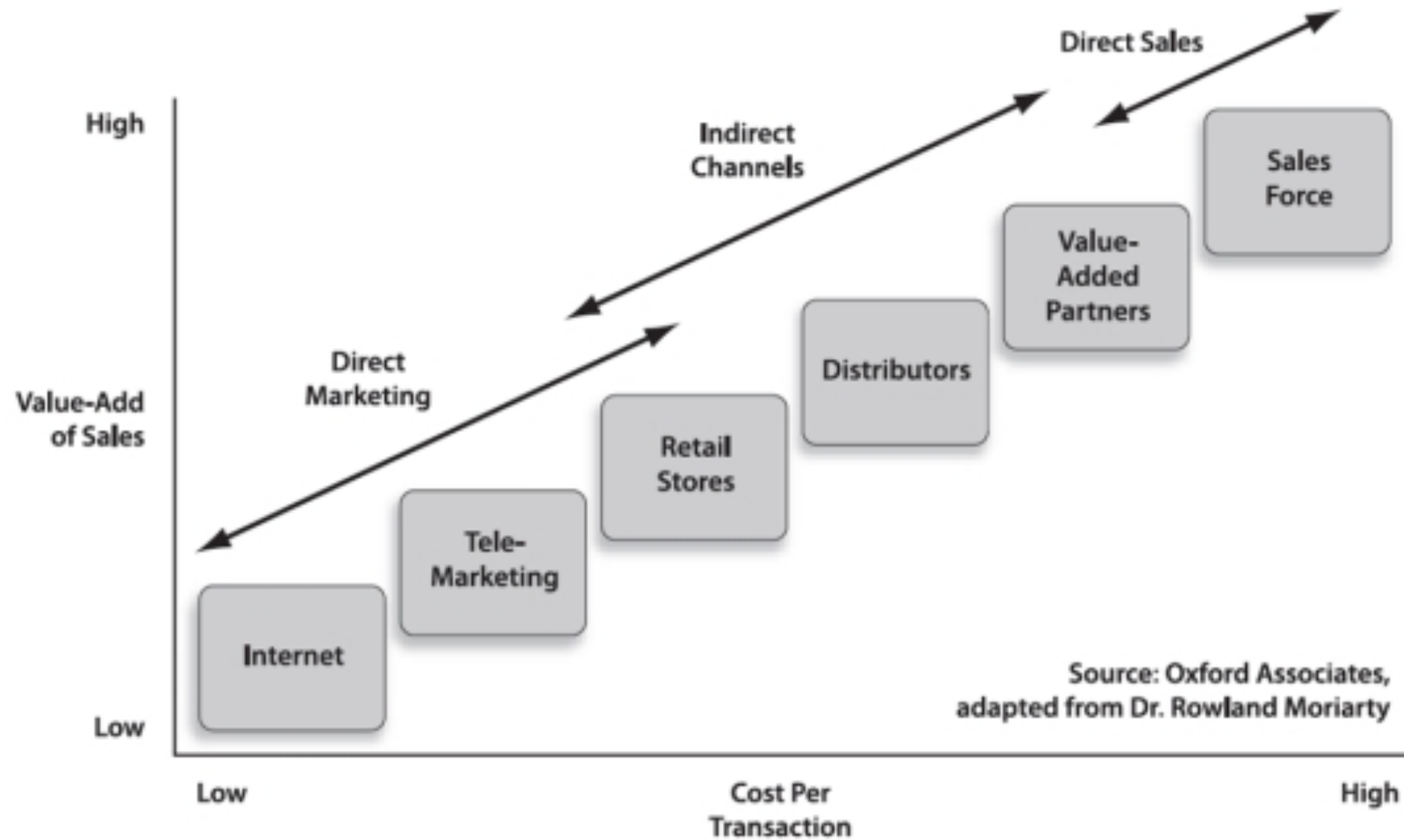
PEOPLE GO THROUGH 67% OF THE DECISION MAKING PROCESS BEFORE INTERACTING



BY 2020 CUSTOMERS WILL
MANAGE **85%** OF THEIR
RELATIONSHIP WITH A
BUSINESS **WITHOUT TALKING**
TO A HUMAN BEING.

Gartner

DO WE STILL NEED SALES PEOPLE?



Comparison of Selling Models

CHANGES ARE HAPPENING TO SALES ACROSS THE SPECTRUM

**SALES HAS LOST THE
MONOPOLY TO THE
CUSTOMER RELATIONSHIP**

LET'S RETHINK THE ROLE OF SALES

SALES MUST **ADD VALUE** ALONG THE CUSTOMER LIFE-CYCLE



THE CUSTOMER JOURNEY IS STILL THE SAME.

BUT TODAY, IT HAS BECOME MUCH MORE COMPLEX.

**HOW CAN SALES
ADD VALUE ALONG THE
CUSTOMER LIFE-CYCLE?**

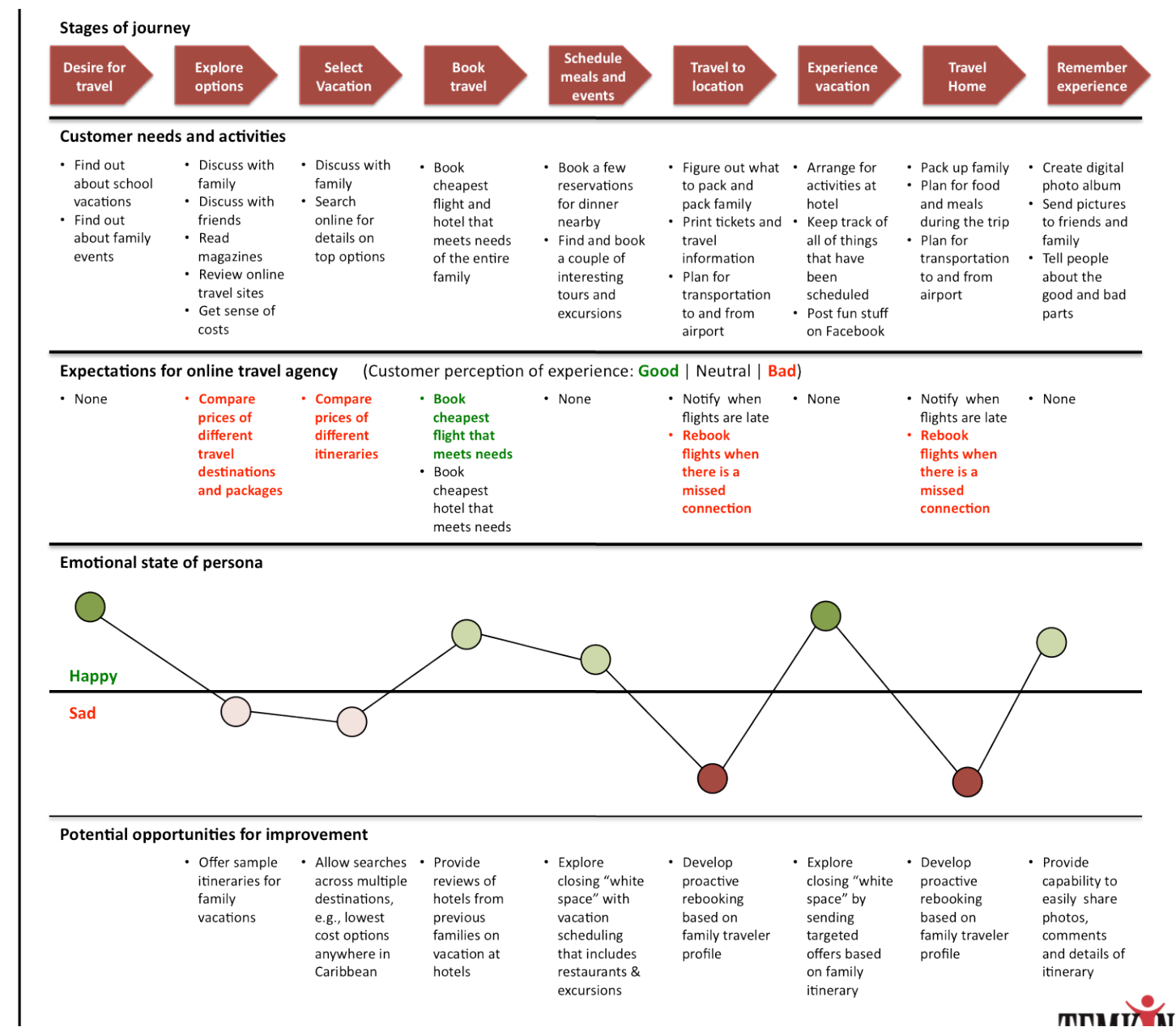
BY SHIFTING THEIR MINDSET FROM SALES CENTRIC TO BUYER CENTRIC

Discuss buyer persona's

Craft the journeys on paper & discuss

Analyze journey and redesign the sales funnel

- discover new points of differentiation
- define added value of sales and marketing
- track down barriers and remove

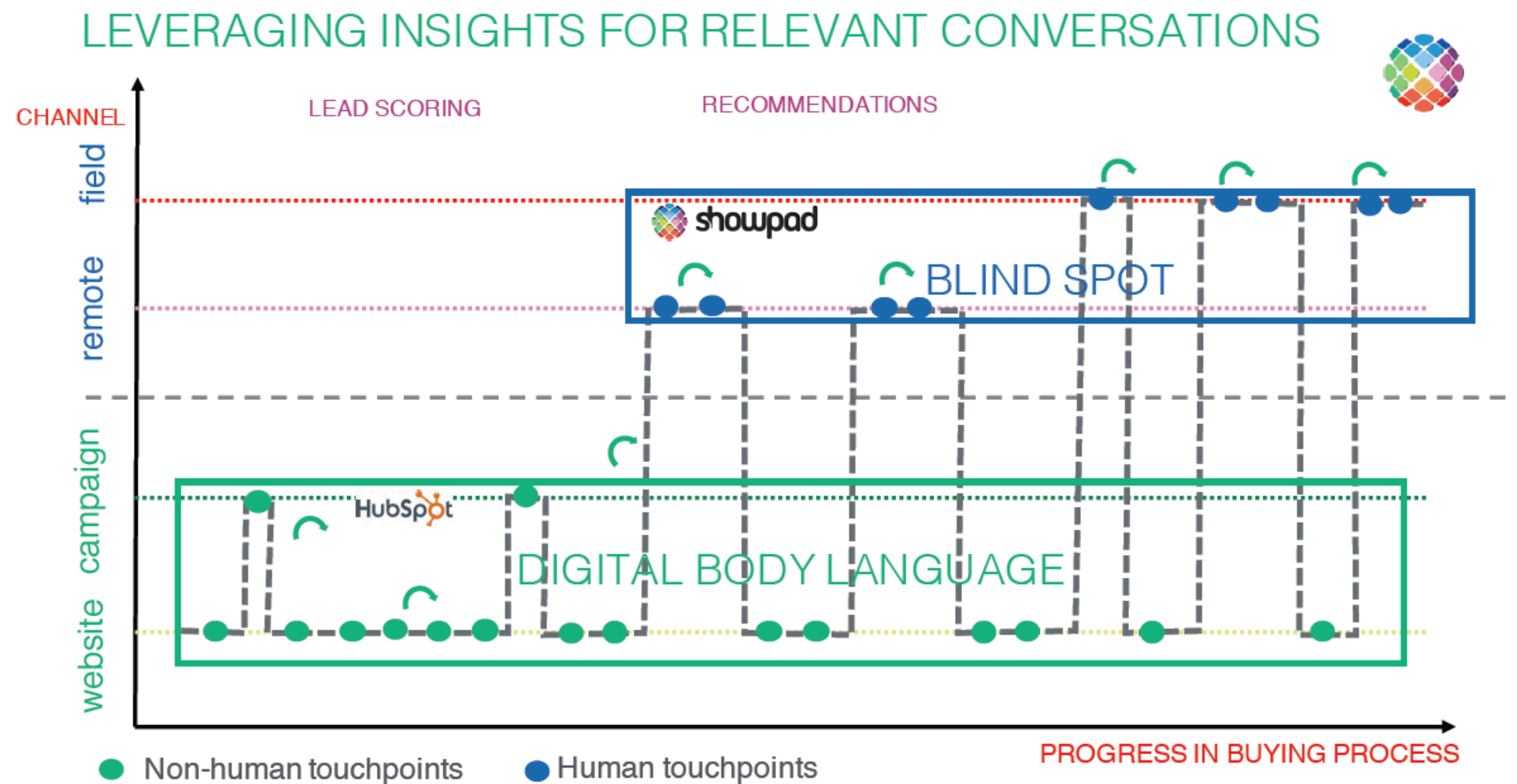


BY HELPING CUSTOMERS, THROUGH CONTENT

Sales enablement content

- knowledge base
- buying journey aligned
- curated content

Capturing behavioral data



BY BEING SOCIALLY 'SWITCHED ON'

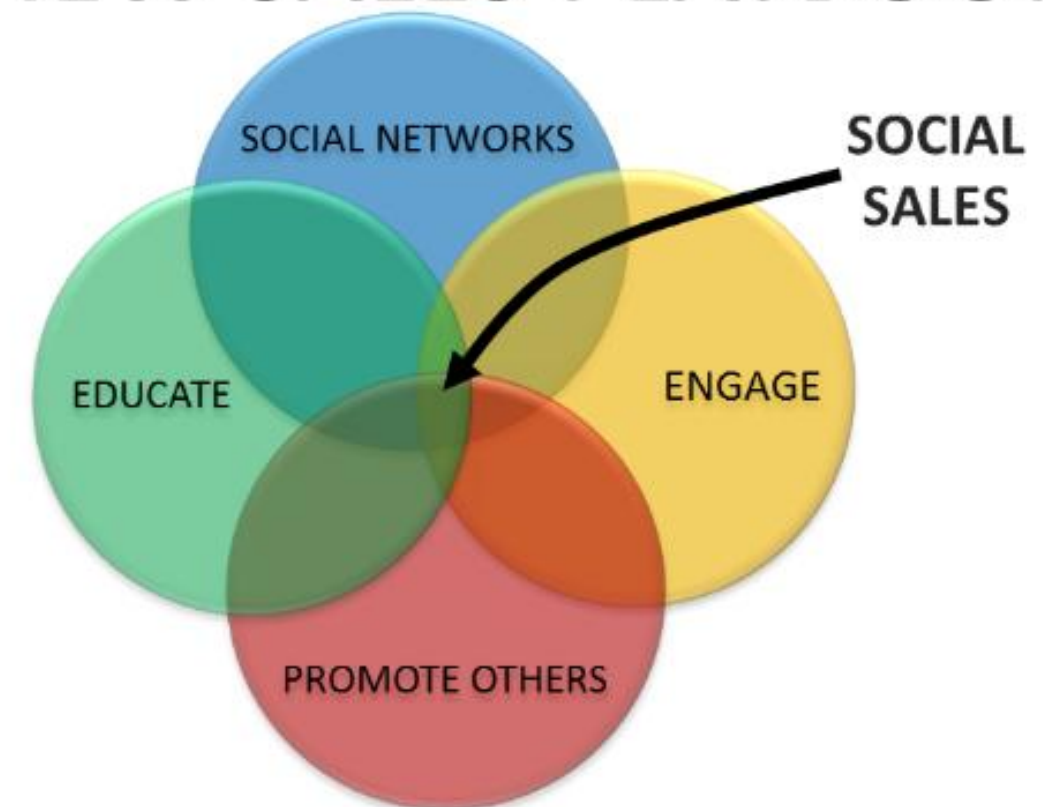
Train to listen, share, converse, engage

New tools

- social CRM
- social sharing

Social business leadership and employee coaching program

NEW SALES PLAYBOOK



Advocate

DYNAMIC SIGNAL

PostBeyond™

GaggleAMP®

SocialToaster
Social Marketing Automation Made Simple

Sociabble

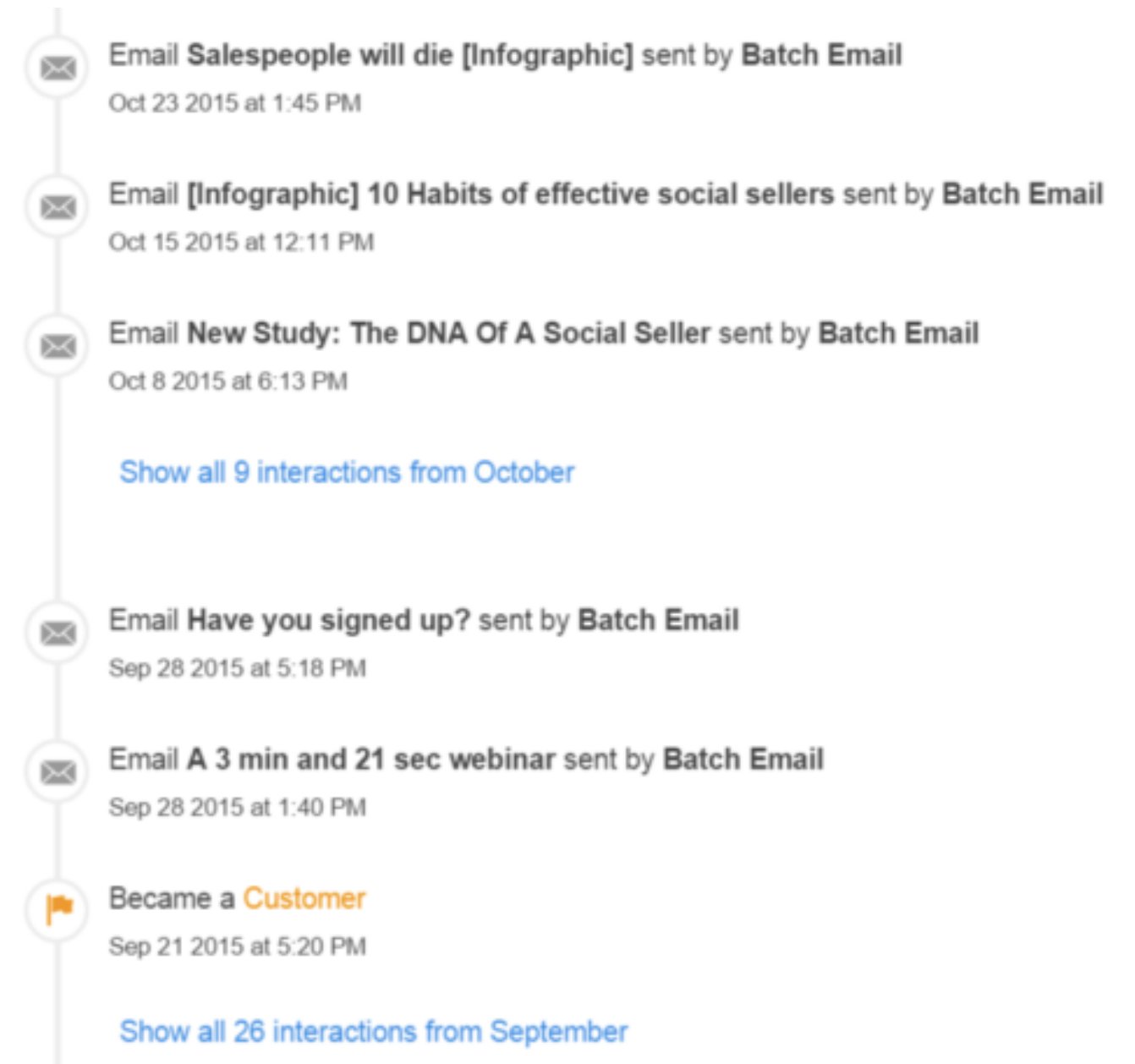
BY ACTING UPON DATA & ONLINE BUYING SIGNALS

Content & channel engagement signals – immediate / history / data-driven triggers

Launch personalized marketing actions by sales

Tools

- CRM, BI & marketing automation technology
- Predictive analytics engines



BY ENGAGING 'IN CONTEXT'

New behavior and high value behavior tracking and signals to sales teams

Shift from manual to automated sales enablement fulfillment of content

Build interest profiles & get content recommendations

The image shows a screenshot of the Salesforce CRM interface. The top navigation bar includes 'Home', 'Chatter', 'Campaigns', 'Leads', 'Accounts', 'Contacts', 'Opportunities', 'Contracts', 'Cases', 'Solutions', 'Products', 'Reports', 'Dashboards', and 'Topics'. The 'Contacts' tab is active, displaying a record for Adam Henderson, Marketing Director at Intelligent Marketing Institute. A circular callout highlights a word cloud of interests, including 'Sustainability', 'Investment', 'Greenhouse gas', 'Planet Positive', 'Marketing', 'Debt', 'Internal audit', 'Life-cycle assessment', 'Current Account', 'Market environment', 'Due diligence', 'Balance sheet', 'Landcare Research', 'Occupational safety and health', 'Sustainability reporting', and 'Finance'. The bottom of the screen shows an 'Opportunities' table with columns for 'Action', 'Opportunity Name', 'Stage', 'Amount', and 'Close Date'.

BY CLOSELY WORKING WITH MARKETING

Sales becomes part of the Content Creation process

Sales supports the creation of marketing actions

Set-up lead qualification criteria and lead recycling programs

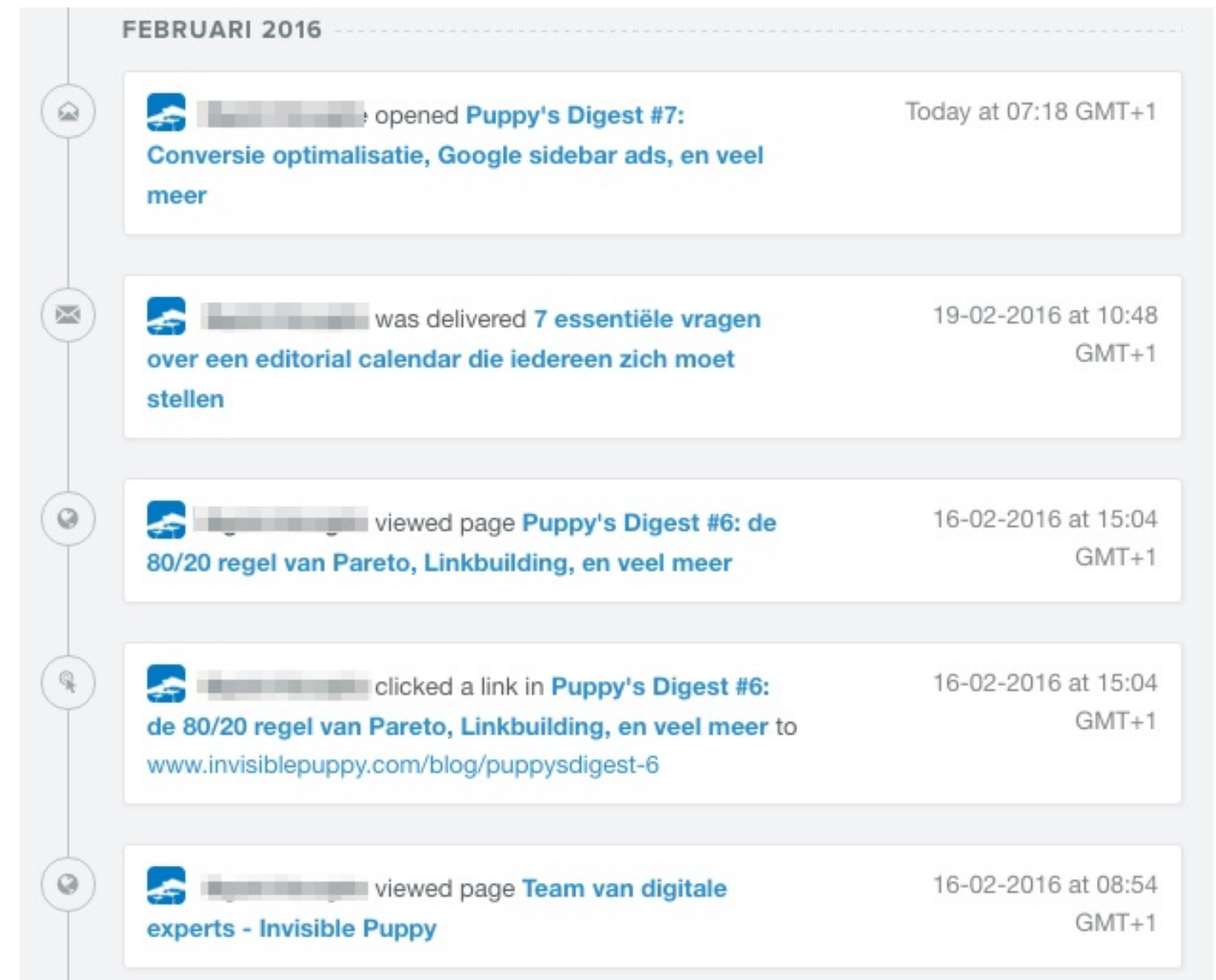


USING CONTENT TO FACILITATE THE CLOSE

Insight in what content has been consumed, and what not

Provide more focused content

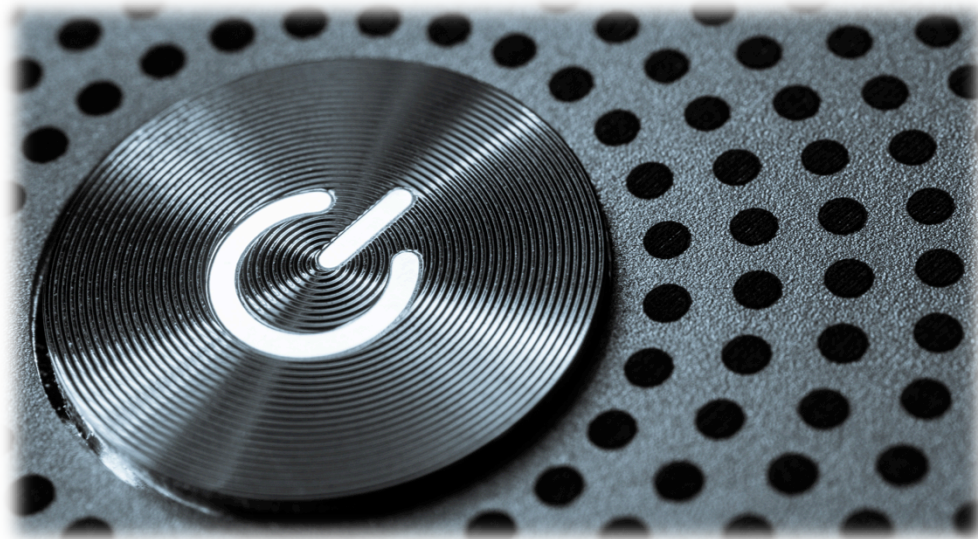
- alert customers about content they missed
- bring stories / tools / demo's



AND FINALLY, BY RE-ORGANIZING SALES AND MARKETING RESOURCES



WRAP-UP



Customers lead.
Digital disrupts.



You'll need new skills
& new Technologies



Sales adds value.
Along the life-cycle.

Invisible
PUPPY[®]

**GET IN
TOUCH**

www.invisiblepuppy.com

