

Professional Selling Waves of Disruption

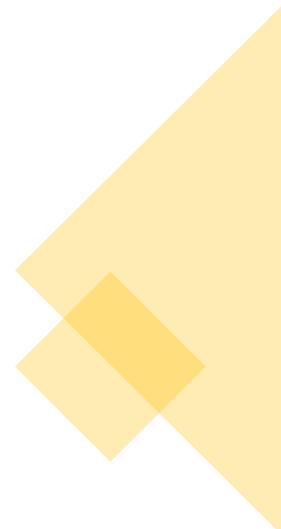


Waves of Disruption?

Disruption...

Disturbance or problems which interrupt an event, activity, or process

Examples...





6 Waves of Disruption

1. SaaS and Cloud
2. Social Selling
3. Sales Stack Explosion
4. Artificial Intelligence
5. Sales Enablement
6. Sales Engagement



#1: SaaS and Cloud

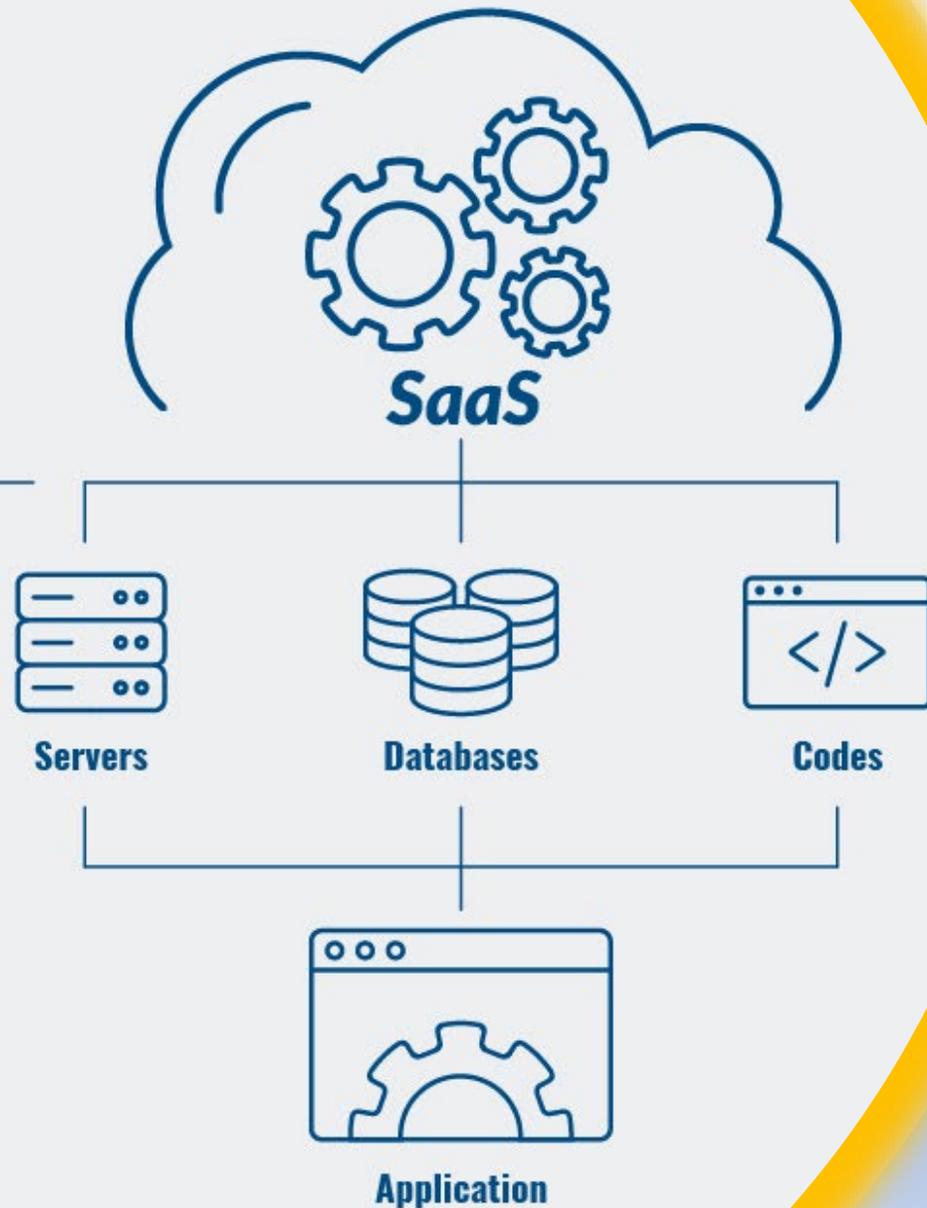
SaaS and Cloud

- In the past decade, there has been consistent movement to the cloud; and we are seeing the hardware industry suffer
- But what is SaaS and the ominous “Cloud”? Why have we seen so many companies shift to this platform?

What is SaaS?

(Software as a Service)

Software as a Service is based entirely on the Internet, and it is an approach to software distribution by which software providers host a combination of servers, databases, and code to create applications that can be accessed by users from connected devices. Software as a Service (SaaS) brings the power of a firm's workflow to any user anywhere in the world at anytime.

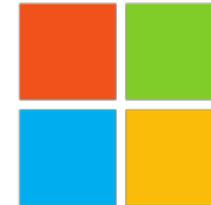


Who uses SaaS?



The Google logo, consisting of the word "Google" in its signature multi-colored font (blue, red, yellow, green, red).

- Microsoft
- Google
- Netflix
- Kroger



Some of the largest and most successful companies in the world use forms of cloud computing and SaaS. Over 90% of US businesses use cloud computing, making the US the most significant public cloud market in the world, with a projected spending of \$124.6 *billion* in 2019.

Why do companies need the Cloud?

According to IBM, the 7 most common reasons companies use cloud computing are:

1. To utilize Infrastructure as a service (IaaS) and platform as a service (PaaS)
2. To store information via private cloud and/or hybrid cloud
3. To test and develop
4. To make decisions via Big Data Analytics
5. To store files
6. To recover from disaster
7. To secure Information & System Backup





#2: Social Selling

What is social selling?

Social selling is the art of using social media to find, connect with, understand, and nurture sales prospects. It's one of the ways to develop meaningful relationships with potential customers. **Example:** be the first brand a prospect thinks of when they're ready to buy.



Who uses social selling?

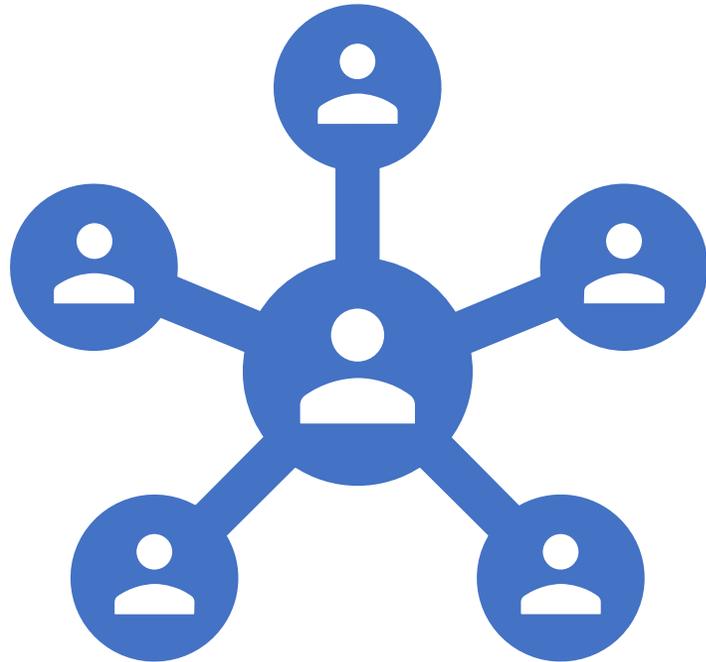
- 71% of all sales professionals—and 90% of top salespeople—are already using social selling tools.
- Among younger salespeople, the numbers are even higher, with 78% of all millennial sales professionals using social selling tools
- 63% of respondents say those tools are critical or extremely critical to their sales performance.



Social Selling Essentials



Social Selling Details



Account mapping tools: Sales filters, lead bot, social proximity graphs

5 social signals: the job change, the hiring burst, the new connections, the content shares, the social comments

2 engagement tools: connection paths, feedback loops

Account mapping and engagement tools

A closer look...



Sales Filters



Lead Bot



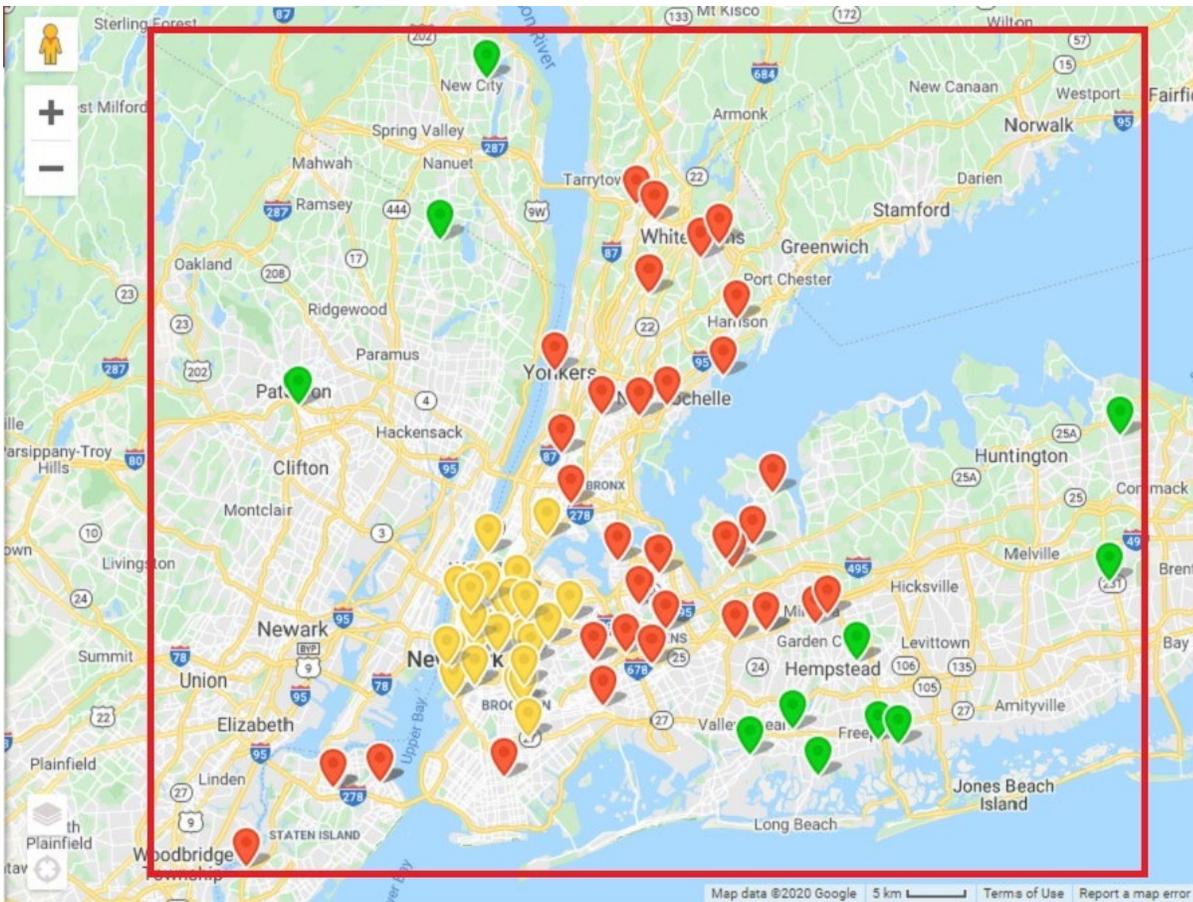
Social Proximity



Connection Paths



Feedback Loops



Source: Badger Mapping

Red Accounts – Active
Green Accounts – Pending
Yellow Accounts – Inactive

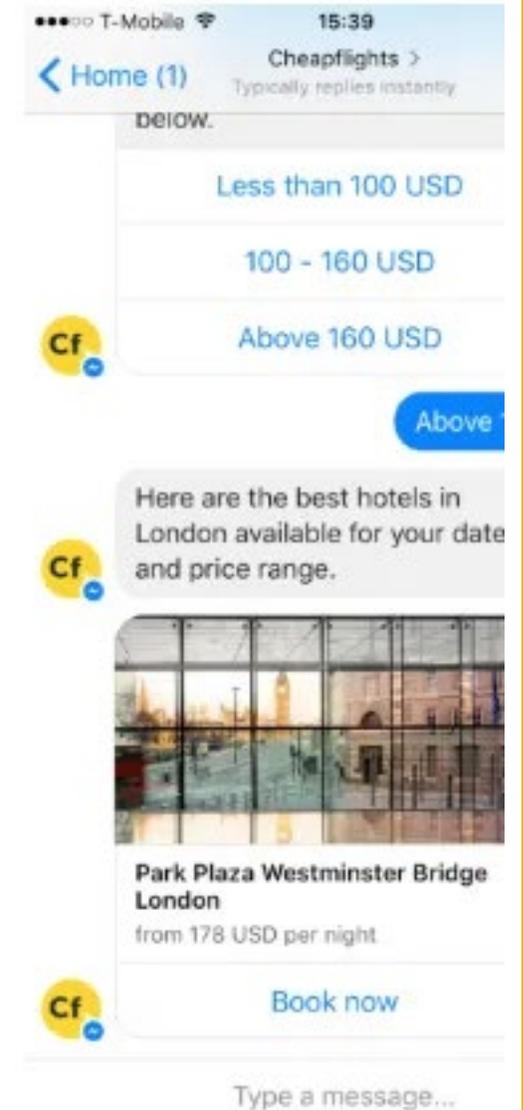
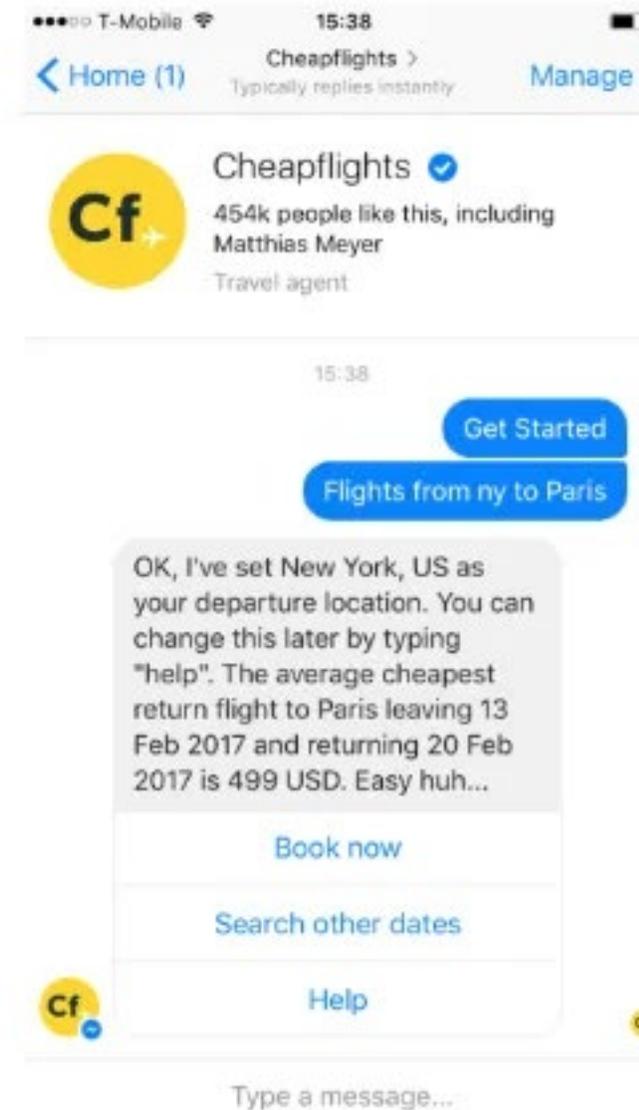
Sales Filters

- **WHAT:** Accounts sorted by categories such as geography, activity, date of last check-in, etc.
- **WHO:** Filters can be determined by an organization or individual
- **WHY:** Benefit time-management and can keep a schedule of follow-ups

Lead Bot

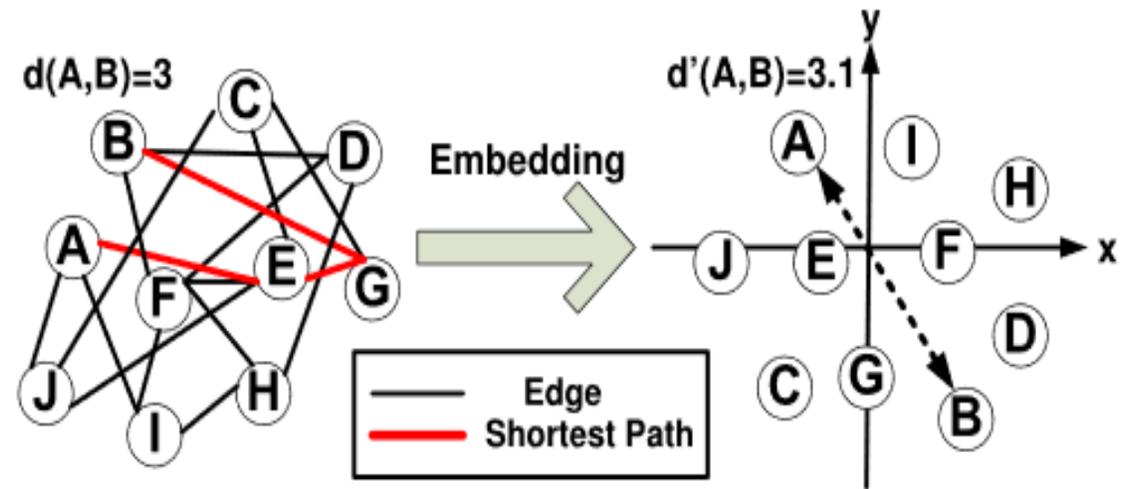
“A **lead bot** is simply a chatbot specifically set up for **lead generation**, such as collecting contact info from prospects and automatically **qualifying leads**. The Bot takes dynamic lead forms, which tailor questions based on IP addresses and cookies (customer data), one step further by interacting with the site visitor in a conversational way.”

-[Dhruv Mehta, Single Grain](#)



Social Proximity & Connection Paths

- Each bubble represents a different person
- Determines the number of “connections” you are from a specific person (in the *top example*, person B is three connections away from person A) [Source: U.C. Santa Barbara](#)
- Most prominent real-world application is LinkedIn (*bottom example*)



Barbara Francisco Carlton • 1st
1st Level - One LinkedIn Member sent another an invite to connect and it was Accepted. You will see 1st on the LinkedIn members you are directly connected to because of an accepted LinkedIn Invite.

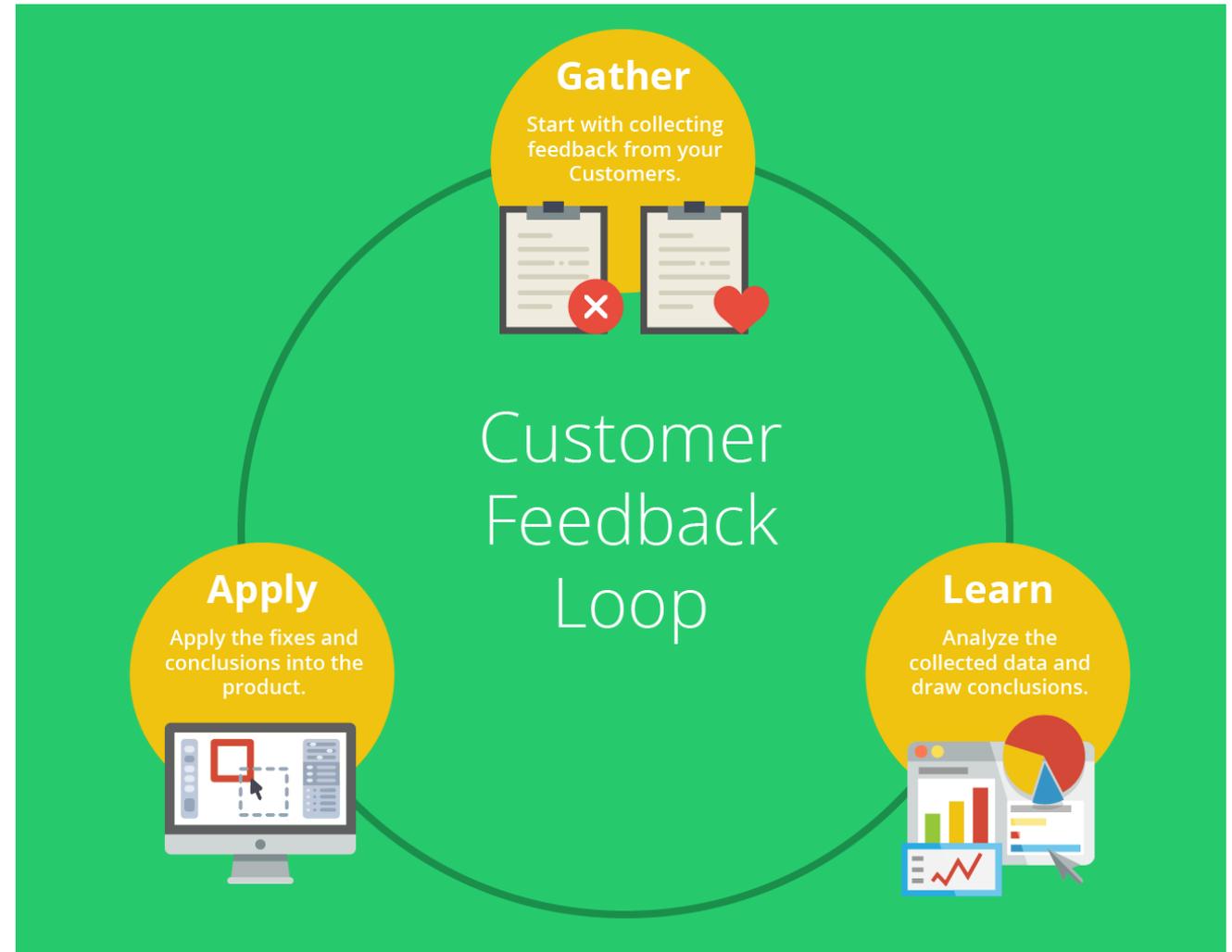
Scott Swanson • 2nd
2nd Level - You are not directly connected, however you share 1st level connections with this LinkedIn Member.

Scott Swanson • 3rd
3rd Level - You are not directly connected and you do not have any shared 1st level connections.

Engagement Tool: Feedback Loops

- WHAT: Strategy for constant process improvement
- WHY: Can be used to adapt products, training, and sales playbooks based on consumer needs
- WHO: Client interactions define organizational direction
- **79%** of customers will make a repeat purchase if the process is good

Source: Survicate



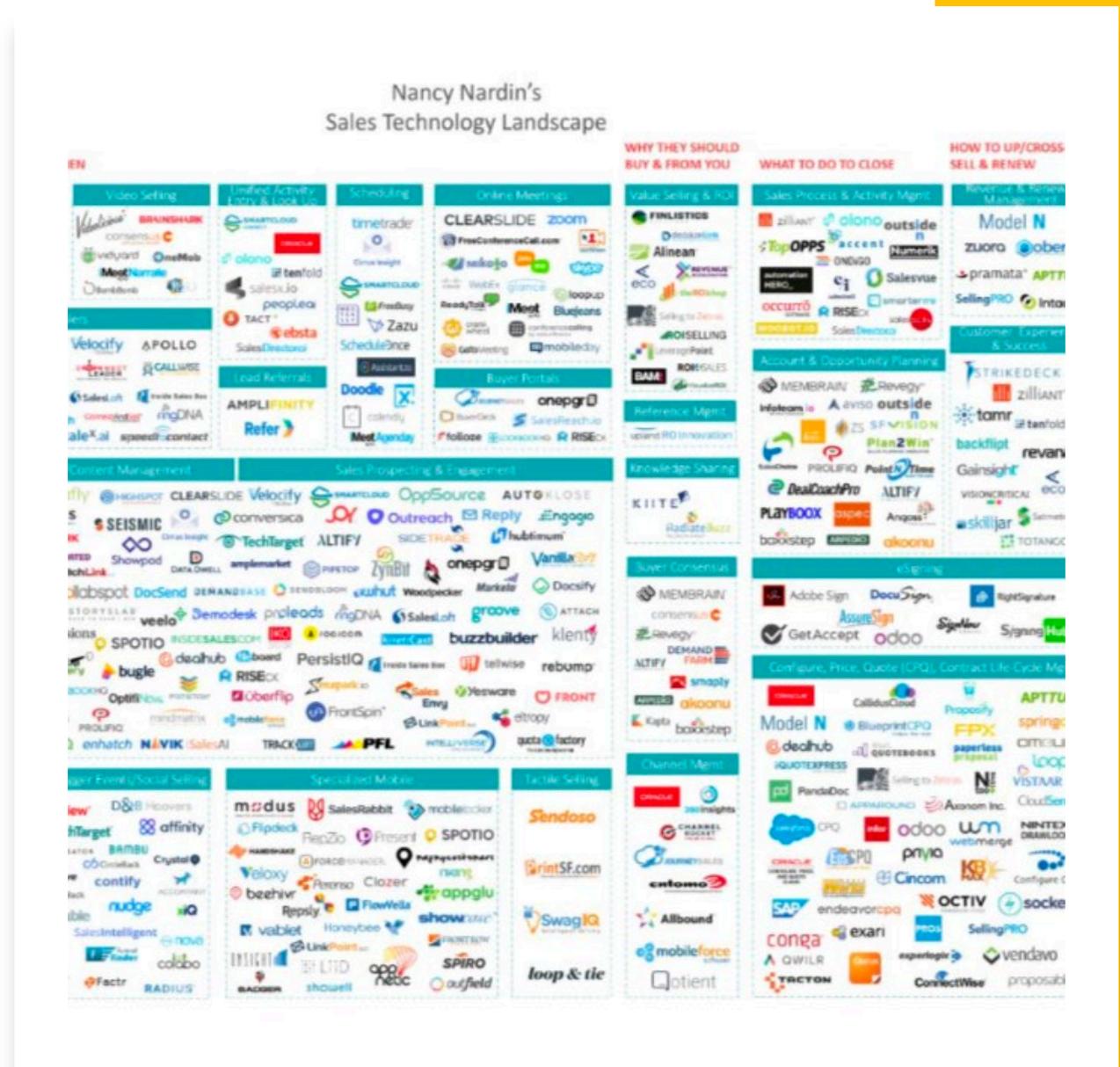


#3: Sales Stack

Sales Stack Explosion

What is a sales stack?

All of the technology choices
(700-900)
available to a sales organization to
automate how they go to market,
generate leads and provide the
tools necessary to support their
sales professionals





Sales stacks provide choices for:

- **Automation**
- **Augmentation**
- **Artificial Intelligence**
 - Example: scalex.ai puts AI into action
 - Example: Interpret metadata from sales calls

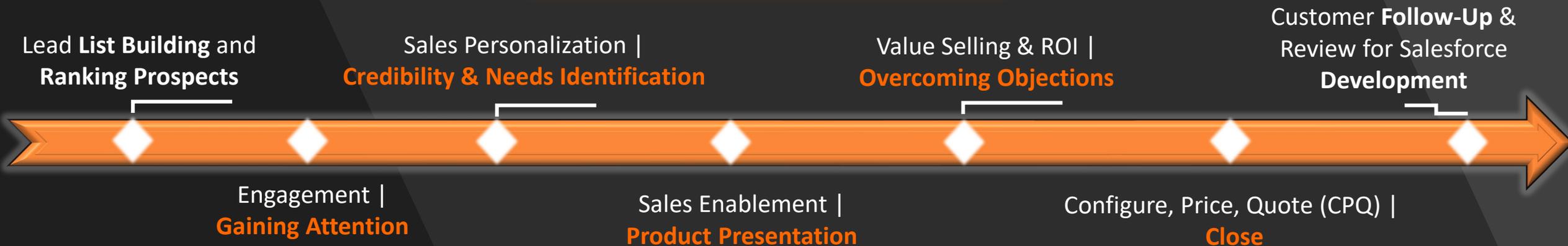


Sales Stacks & the Sales Process

- Sales Stacks include **technologies** that assist salespeople **before, during, and after the sale**
- Smart Selling Tools – **Sales Technology Landscape**
 - Created by **Nancy Nardin**, on the **Forbes world list of Top 30 Social Sales Influencers**

[Source: Smart Selling Tools](#)

When Sales Technologies Are Used



List Building & Ranking Prospects: Who to Sell to & Why

- **Visitor ID/Tracking**
 - Identify business associated with cookies and IP addresses
- **Account Targeting, Predictive Scoring**
 - Machine Learning scores leads and focus on prospects most likely to convert
- **Data Cleanse/Append & Lead Lists/Building**
 - Processes used to target segments and process them to sales
- **Lead Engagement**
 - AI interacts with customers to increase engagement without using representatives' time

dun & bradstreet



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How to Engage & When

- Sales Prospecting and Engagement | **Gain Attention**
 - Initiate communication with prospects
- Sales Personalization | **Credibility and Needs Identification**
 - Use CRM data to provide context-driven interactions through A.I. and foster individualized connections
 - **72%** of consumers say they now only engage with marketing messages that are personalized to fit their needs [Source: Smart HQ](#)
- Sales Enablement/Content Management | **Product Presentation**
 - Allows more effective resource access and sharing between sales and marketing



Why They Should Buy & How To Close

- Value Selling & ROI | **Overcoming Objections**
 - Differentiated business value messaging
- Configure, Price, Quote (CPQ) | **Close**
 - Quoting tool that saves time and allows leaders to access sales data, even on complex contracts
- eSigning | **Close**
 - Sign contracts electronically once you have gained commitment



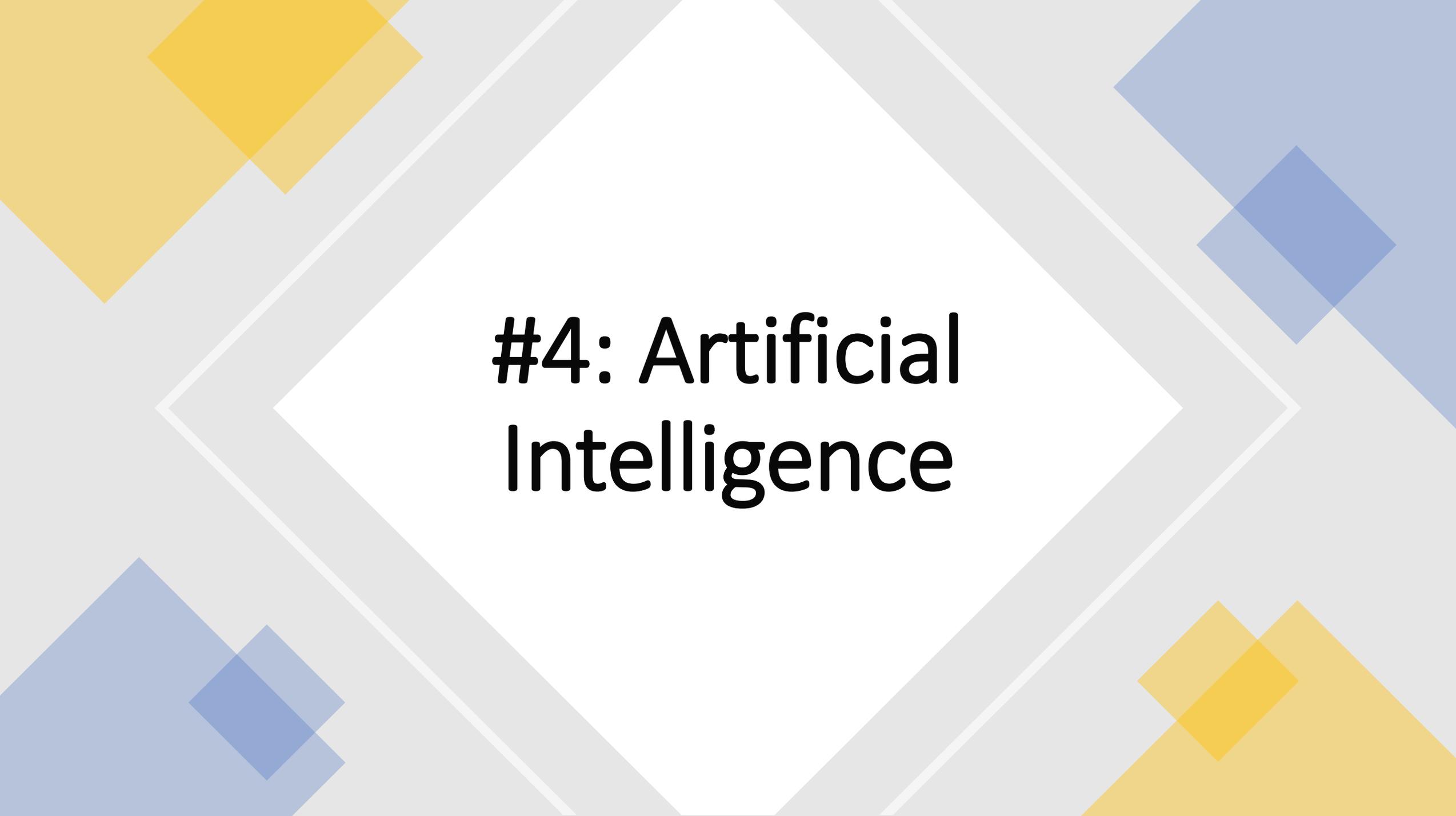
How to Manage & Train

- **Skills Development and Reinforcement**
 - Tracking sales calls and generating recommendations for managers to coach salespeople
- **Sales Forecasting and Reporting**
 - Gain insights by linking data from all sales operations
- **Quota and Territory Management**
 - Predictive planning can help managers explore different quota scenarios and forecast across territories and channels

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#4: Artificial Intelligence



What is Artificial Intelligence in sales?

Artificial intelligence (AI) is helping companies **boost** lead volume, close rate, and overall **sales performance**.

That's because this technology can **automate** and **augment** much of the **sales process**. As a result, you're free to focus on what matters: revenue.

Source: [Marketingaiinstitute.com](https://www.marketingaiinstitute.com)

Who uses AI?

- Sales Managers
 - Forecasting
 - Price Optimization
 - Tracking Performance of Salespeople
- Salesperson
 - Market Intelligence
 - Automate Administrative Tasks
 - Personalized Recommendations

Source: Harvard Business Review

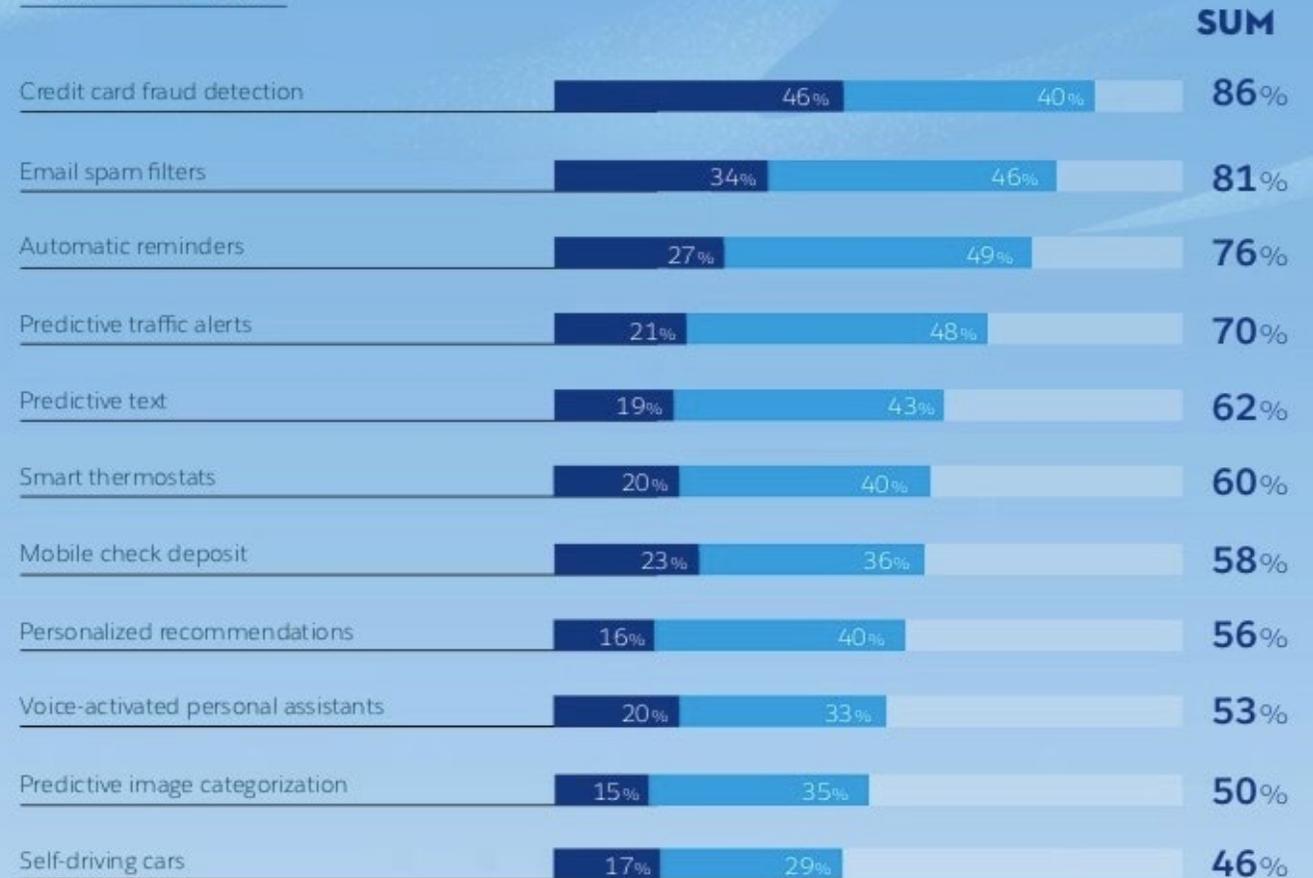
Source: G2

AI-Driven Experiences Are Winning Customers Over

Source: Salesforce

Percentage of Customers Who Love or Like the Following

■ Love ■ Like



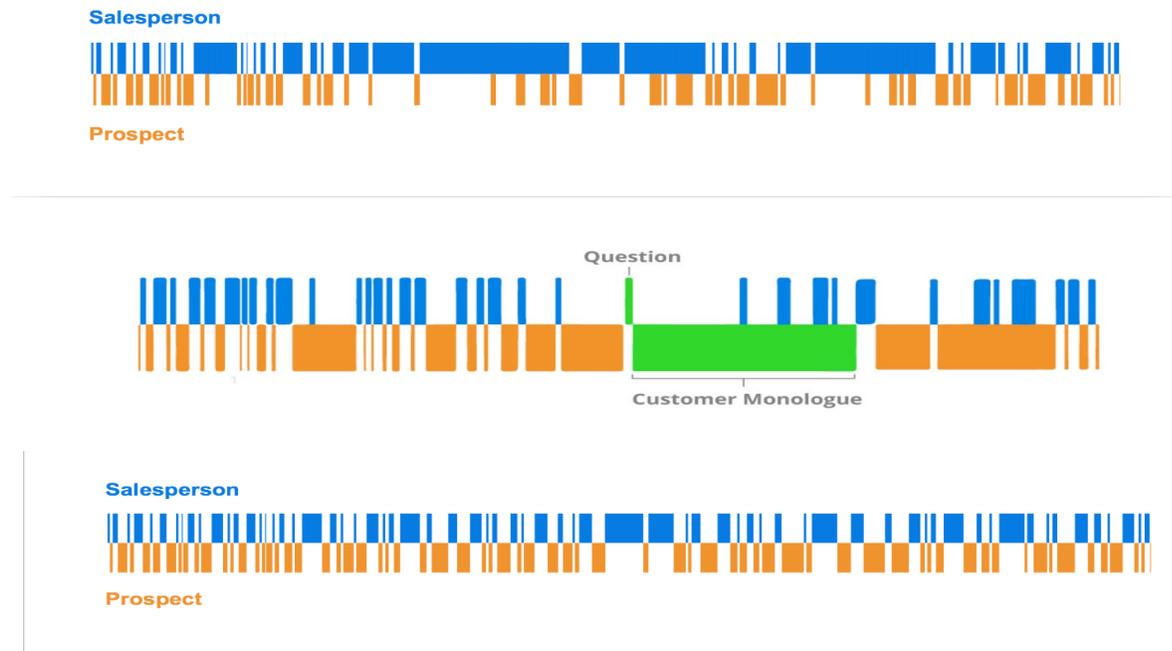
**Artificial
Intelligence:
How do I
implement it,
how does it
work, what will
it do for me?**

During the pandemic, a company hired Scalex.ai to figure out if converting their t-shirt machinery to make masks for the pandemic would be profitable. By the end of the day, the AI system had delivered 1300 voicemails to different companies and sold \$550,000 worth of masks by the end of the day.



Metadata Uses

AI can also be used to provide metadata on sales calls to utilize in onboarding, training and closing deals. This is being used in top **university sales programs!**



Rainmaker

Our mission is to empower people to communicate and influence from interactive bias-free AI technology

<https://www.rnmkrs.org/>

- **The good news? These technologies provide powerful new opportunities to turn data into learning. By tapping into the larger experience of groups, we can empower individuals with skills, confidence, and a process that works.**



#5: Sales Enablement

What is Sales Enablement?

Sales Enablement is an **internal** process geared at giving your sales team the proper tools to efficiently **move customers through the sales process** to a point where they can make a buying decision.





Sales Enablement Tools

ONBOARDING

COACHING

CONTINUOUS LEARNING &
REINFORCEMENT

PRODUCT DETAILS

MESSAGING

COMPETITIVE POSITIONING

ANY INFORMATION THAT WOULD FACILITATE GOOD INTERACTIONS THROUGHOUT THE SALES PROCESS.

Why use Sales Enablement?

Improves Sales
Readiness

Ensures Training
and Content **Clarity**

Peer Learning
Benefits Salesforce
**Success and
Retention**

Teaching Managers
to **Coach**

Channel Uniformity

Source: Brainshark





#6: Sales Engagement

What is Sales Engagement?

Sales enablement platforms and practices align the sales process **internally** with other departments to ensure success.



Sales engagement platforms focus on aiding sales professionals to reach and communicate **externally** with prospects and customers.

Sales Engagement

The details...

- Sales engagement is more than just sales outreach (how many people sales teams are contacting). It also involves the **quality** of that outreach, the **efficiency** of prospecting activity, and the **effectiveness** of conversion efforts. Better sales engagement generates higher sales, a straightforward correlation

Source: Vanilla Soft





SALES ENGAGEMENT SOLUTIONS

CIO.com explains that the **RIGHT sales engagement solution** will provide the following must-have features to sales teams:

- **Sales content management** — easily accessible product and marketing information — [a content or document library](#) — that provides content that sales reps can modify to address each prospect personally.
- **Integrated communication features** — email, phone, [SMS text](#), and web conferencing to meet a variety of prospect communication preferences.
- **Guided selling tools** — dynamic call scripting, [automated lead routing](#), [sales cadence management](#), and other features that help guide the sales representative on what to do next in the sales call process.



Sales Engagement Effectiveness

Sales engagement tools are for **creating customer relationships**

Are your sales reps responding to new leads within minutes rather than days, and are they making a high enough volume of outreaches, based on a defined cadence, to engage with your target audience? Doubtful. Most salespeople take days to follow-up on new leads despite research showing [conversion rates drop dramatically](#) if the new lead isn't contacted within an hour of a web form submission.

In Summary

Confused yet??





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