

Acelera Sales Program

DEVELOPING NEW SALES CAPABILITIES WITH INSIGHT

EQUIPPING THE SALES TEAM WITH THE MINDSET, COMPETENCIES
AND SKILLS THEY NEED TO TRANSFORM THEMSELVES, THEIR
TEAMS AND ACCELERATE SALES.

A light gray background featuring a faint map of Mexico. A solid red vertical line is positioned to the left of the agenda items.

AGENDA

1. Recap
2. Insight: Data Literacy exercise
3. Collaboration
4. Team Insight building
5. Close

RECAP

— WE ARE GOINT TO USE ANOTHER ABC!

"Beliefs (B) about an adversity (A) —and not the adversity itself— cause the consequent feelings (C)."

Your beliefs about adversity, and not the adversity itself, cause the resulting emotions.



WHERE IS THE OPPORTUNITY AT A COMMERCIAL LEVEL? —



© Richard Johnston.

The sales team is for shaping ideas and to inspire change that could benefit the customer's business.

Customers are more interested in your shopping experience and in the answer to "why" they should buy, instead of "what" they should buy.

— EVOLVE AS A SALES TEAM

Explore as a team the new ways to sell in a world where attention is scarce

CLOUD REDEFINES TEAM ROLES

We are on a renewed mission to transform the pre-sales team into a team of challenging specialists, with responsibility for **accelerating** opportunities, generating **new business** and bringing the customer to high levels of technology **adoption**.

INDIVIDUAL LEVEL

Evolve towards a new type of seller

TEAM LEVEL

Build an agile sales team



— VALUE PROPOSITION: RELATIONAL SELLING VS CHALLENGER SELLING

The **challenger** seller
focuses on **taking**
the customer out of
their comfort zone,



The **relational** seller focuses on **being accepted in the customer's comfort zone**

INSIGHT



INSIGHT

CHANGES UNDERSTANDING	CHANGES BEHAVIOUR
CHANGES FEELINGS	CHANGES GOALS

Insight (n): an unexpected shift in understanding that changes behaviour, feelings and goals

— WHAT INSIGHTS ARE WE USING?

Exercise

Work on an insight that you use in sales to be successful.

Unique perspective

Impact / Opportunity

Differentiated solution

— Example for entering clients with Microsoft Security

Unique perspective

The increase in Ransomware-type attacks has revealed that 60% of attacks take "identity" as an attack vector (provide evidence)

Impact /Opportunity

Faced with the need to take immediate action, it begins by further securing identity management and resolves 60% of the threat (quick win)

Differentiated solution

"MS has ceased to be the problem to start being part of the solution"

For little, you can improve the security of your MS Active Directory with:
AD Premium that gives you Single Sign On and Multifactor Authentication.
Advanced threat protection that analyzes and alerts of malicious behavior in the identity.

— The “Acid test”

Starting with that you should strive to be concrete and synthetic, these are 3 rules to check that your speech will be relevant:

1. **You offer a different perspective**, an idea that is not obvious and that is linked to your client's challenge (needs or priorities in their agenda).
2. You **challenge** some of the **general assumptions** (they usually lead to : we can't) and you do it by contributing with facts (you can, especially using exponential technologies).
3. You **take action** (it is evident that with what you explain we can do it NOW) while you have been able to differentiate your solution from the rest (you have the experience and resources), and especially from the "do nothing" (status quo).

HOW TO EVOLVE THE SALES TEAM?

INDIVIDUAL LEVEL: Incorporate digital sales skills.

74% of sales leaders (CSOs) are including virtual skills in the profile of salespeople.

1. Digital prowess, ability and enthusiasm to work virtually.
2. **Data literacy, ability to understand, communicate and act with data.**
3. "Virtual first" as an effective way to simplify and accelerate the customer's buying process
[synchronous and asynchronous interactions].



Foto: LinkedIn Sales Solutions

— EXERCISE

Using the insight storytelling canvas, draft a story to convince a sales professional why it is important to develop data literacy.

5 mins work
3 mins share



WHAT DOES DATA LITERACY MEAN?



	START Effective Behaviors	STOP Ineffective Behaviors
Data Understanding	<ul style="list-style-type: none">• Selects the right data and metrics to use depending on changing customer context and needs.	<ul style="list-style-type: none">• Selects own metrics based on easily available data rather than organizational standards
Data Responsiveness	<ul style="list-style-type: none">• Validates data findings through offered self-service tools to share new insights with customers.• Prioritizes next best seller actions based on sales analytics and field-level observations of how customers buy	<ul style="list-style-type: none">• Relies on customers to contextualize data-based conclusions for their own business• Avoids using simple analytical tools in daily activities

THEME <i>What is the story about?</i>	OBJECTIVE <i>What do you want to achieve with this story?</i>			AUDIENCE <i>What is the audience for your story? What are your needs?</i>
BEFORE (STATUS QUO) <i>What does your audience think, feel, know, want before they've experienced your story?</i> <i>"ain't broken don't fix it"</i>	1. CONNECT WITH INSIGHT <i>What do you need to present? What should be configured or exposed?</i> We open with business concerns by giving a game-changing vision. You present the new perspective that connects your experience to customer challenges. <i>"It's interesting, I've never seen it this way"</i>	2. CONVINCE TOWARDS OPPORTUNITY <i>The A-Ha moment of the audience</i> It discusses the real cost of the status quo, transforming impact into opportunity. Make sure the customer sees disruption as an opportunity for their organization. <i>"It makes sense, this is what we have to do"</i>	3. CONCLUDES BY DRIVING ACTION <i>The end of your story What is the conclusion? What is the call to action?</i> Land the conversation with your differentiating value. Present the capabilities and services you offer as the best way to act on the opportunity. <i>"It seems good to me, what would be the next steps?"</i>	AFTER <i>What does your audience think, feel, know, want after they've experienced your story?</i> Insights are findings that give us new perspectives and lead us to a new story, a new set of beliefs that are more accurate, more complete, and more useful. Insights transform us in several ways. They change the way we understand, act, see, feel and desire. They change the way we understand. <i>"It's clear to me, I couldn't imagine the huge impact this perspective can have on the business."</i>

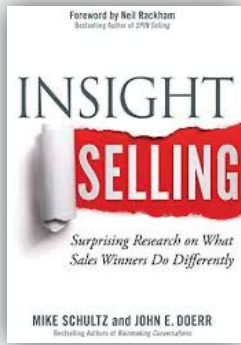
CLOSING

I HAVE A DREAM!



“My supplier's sales team offers me unique and valuable insights into the market, helps me navigate the disruption of my industry, educates me on new trends and opportunities in my sector, and helps me transform risks and threats into business opportunities [business insights].

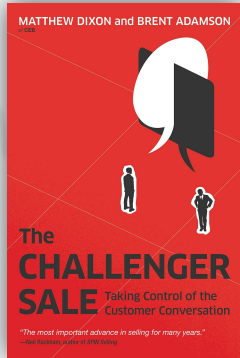
Doesn't waste my time, challenges me and always teaches me something new [interaction insights]”.



Conectar
Teach

Convencer
Taylor

Colaborar
Take Control



Strategy 1
Avoid the trap
of demand or
established
need.

Strategy 2
Lead with the
"mobilizers"
not only with
the
"managers".

Strategy 3
Teach
customers on
the "how" to
buy.

- Offers a unique perspectives
Drives Two-way communication

- Knows customer value drivers
Can identify economic drivers

- Is Comfortable discussing about money
Drives customer to Act



AMBIDEXTROUS SALES PROFESSIONALS TEACH + ADAPT + TAKE CONTROL

The combination of skills is what matters.

If you teach without adapting, you become irrelevant.

If you adapt but don't teach, you run the risk of sounding like any other provider.

If you take control but it doesn't offer any value, you run the risk of being just annoying.

Acelera Sales Program

DEVELOPING NEW SALES CAPABILITIES WITH INSIGHT

EQUIPPING THE SALES TEAM WITH THE MINDSET, COMPETENCIES
AND SKILLS THEY NEED TO TRANSFORM THEMSELVES, THEIR
TEAMS AND ACCELERATE SALES.