

# 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



32%

Medium involvement



44%

High involvement



64%

b2b



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

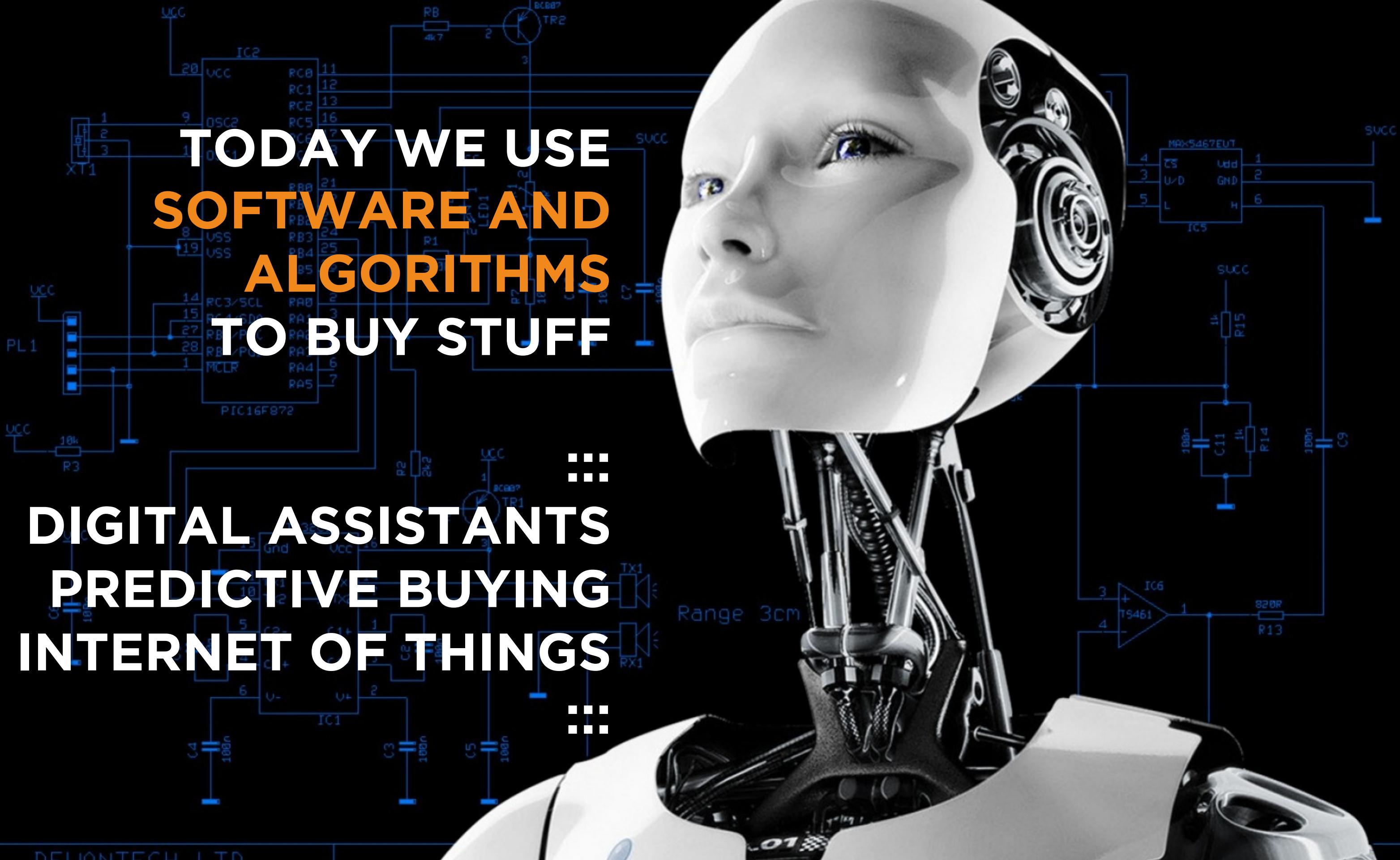
Buy buttons in  
social media

Ever faster logistics  
& instant delivery

3D Printing

# TODAY WE USE SOFTWARE AND ALGORITHMS TO BUY STUFF

# DIGITAL ASSISTANTS PREDICTIVE BUYING INTERNET OF THINGS



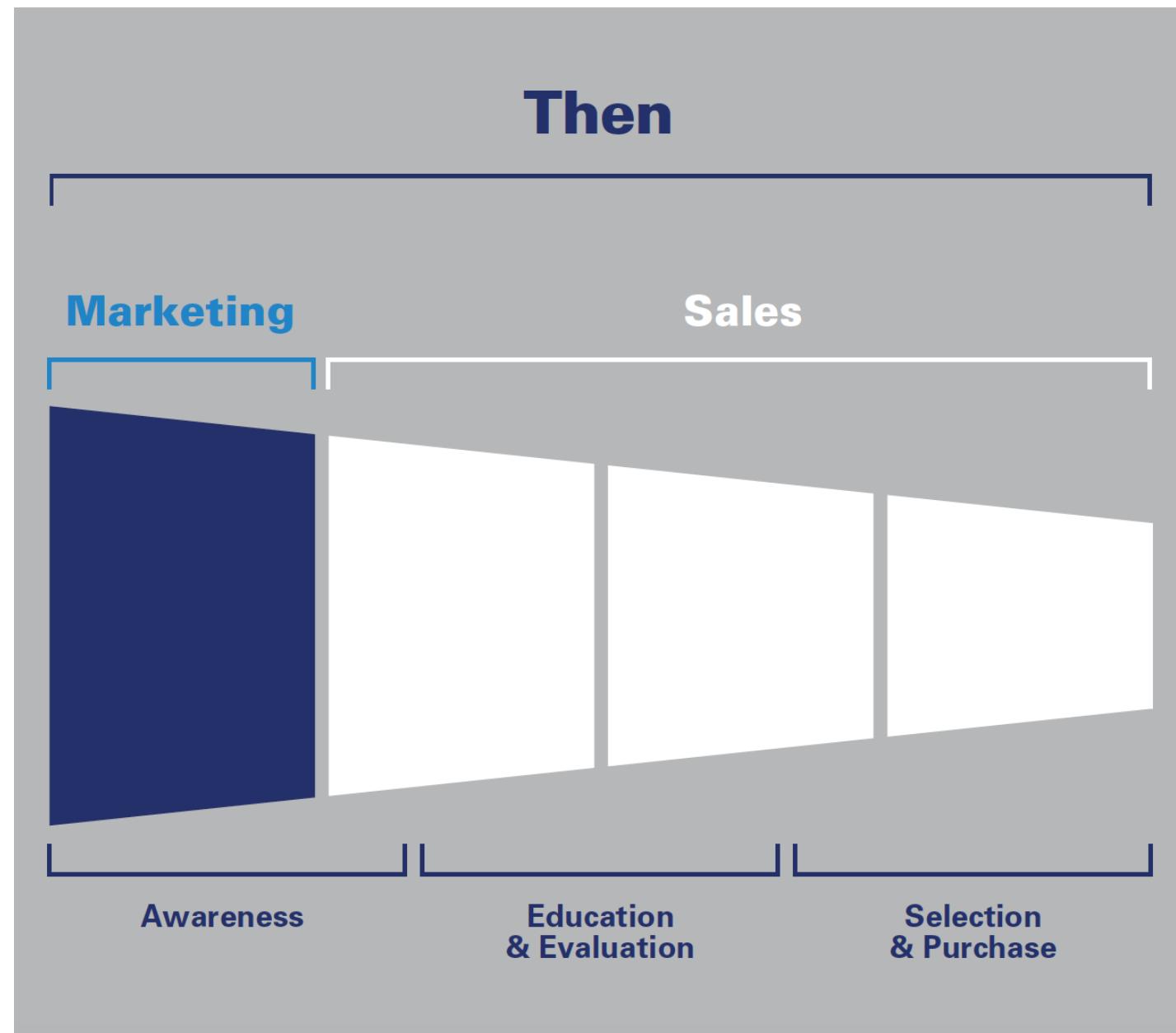
YOUR  
REACTION?



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

SiriusDecisions

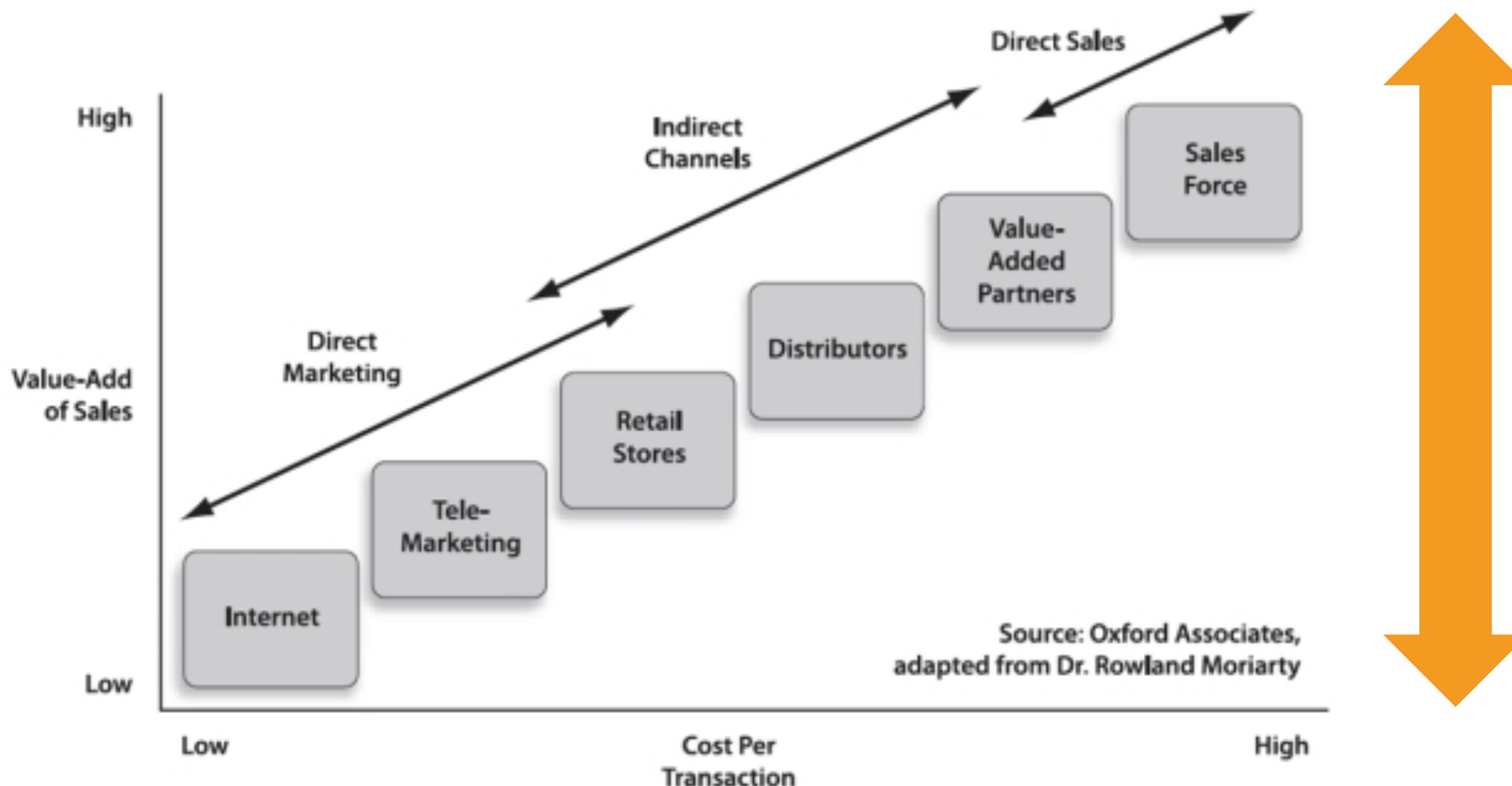
# PEOPLE GO THROUGH 67% OF THE DECISION MAKING PROCESS BEFORE INTERACTING



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?



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?

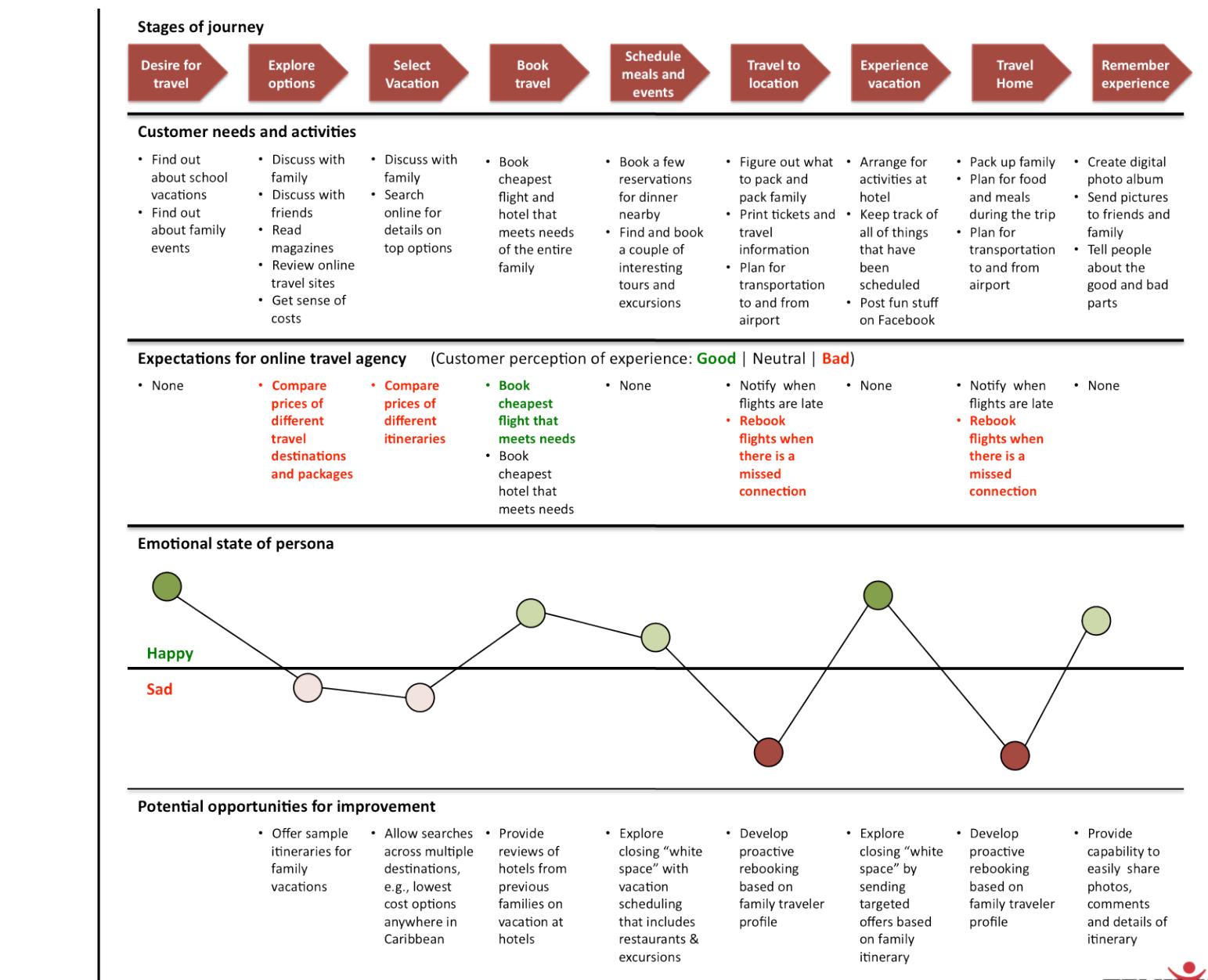
# BY SHIFTING THEIR MINDSET FROM SALES CENTRIC TO BUYER CENTRIC

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

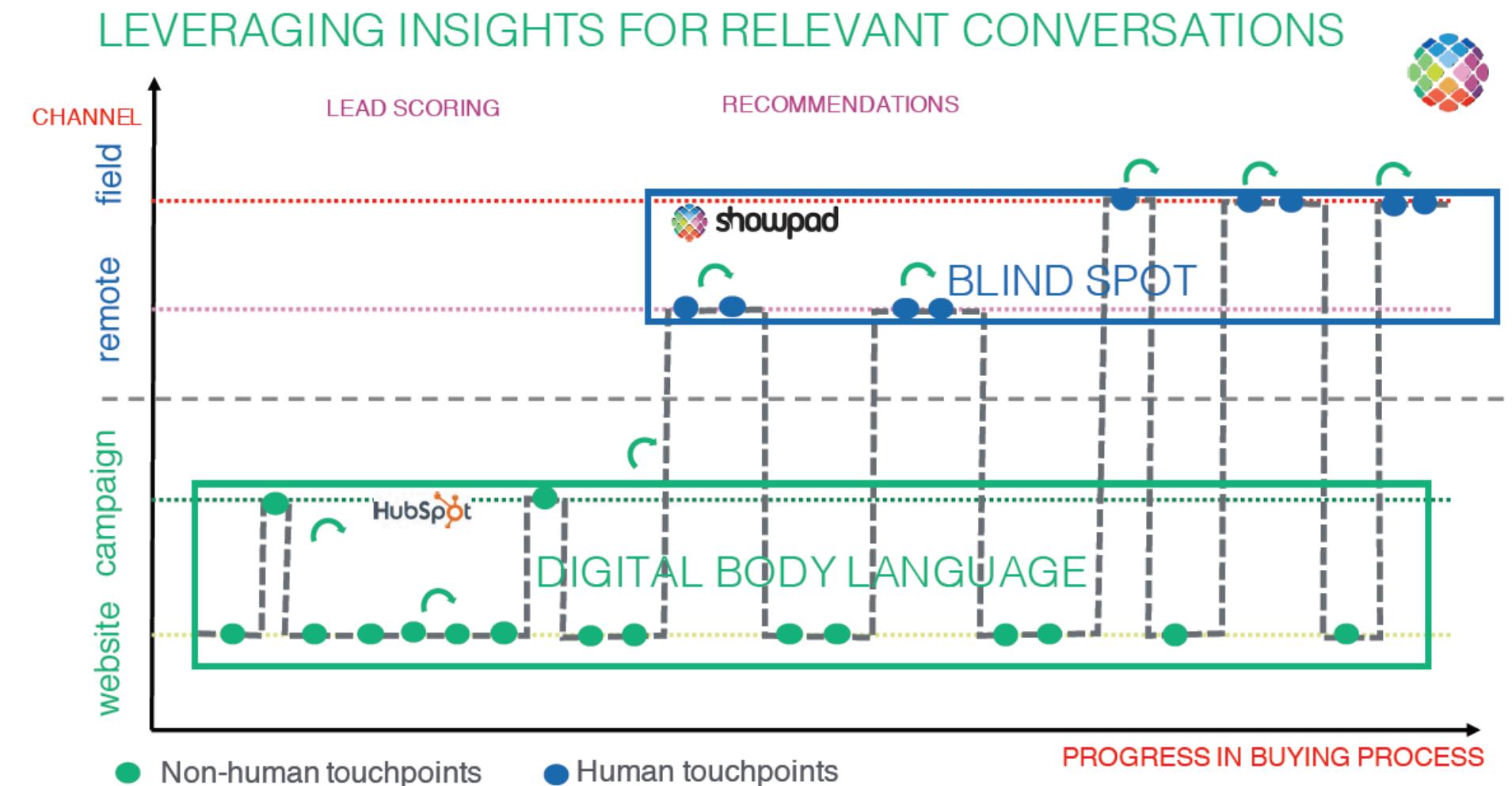


# BY HELPING CUSTOMERS, THROUGH CONTENT

## Sales enablement content

- knowledge base
- buying journey aligned
- curated content

## Capturing behavioral data



# BY BEING SOCIALLY 'SWITCHED ON'

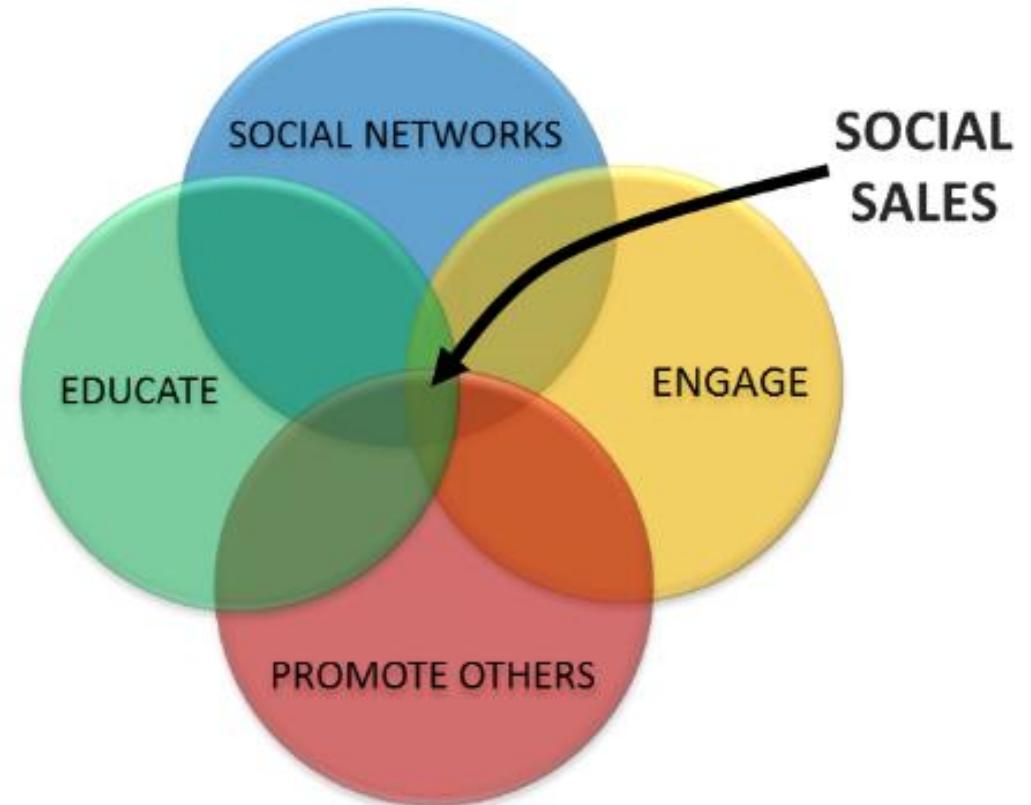
Train to listen, share, converse, engage

New tools

- social CRM
- social sharing

Social business leadership and employee coaching program

## NEW SALES PLAYBOOK



**Addvocate**

**PostBeyond™**

 **SocialToaster**  
Social Marketing Automation Made Simple

 **DYNAMIC SIGNAL**

**GaggleAMP®**

 **Sociabble**

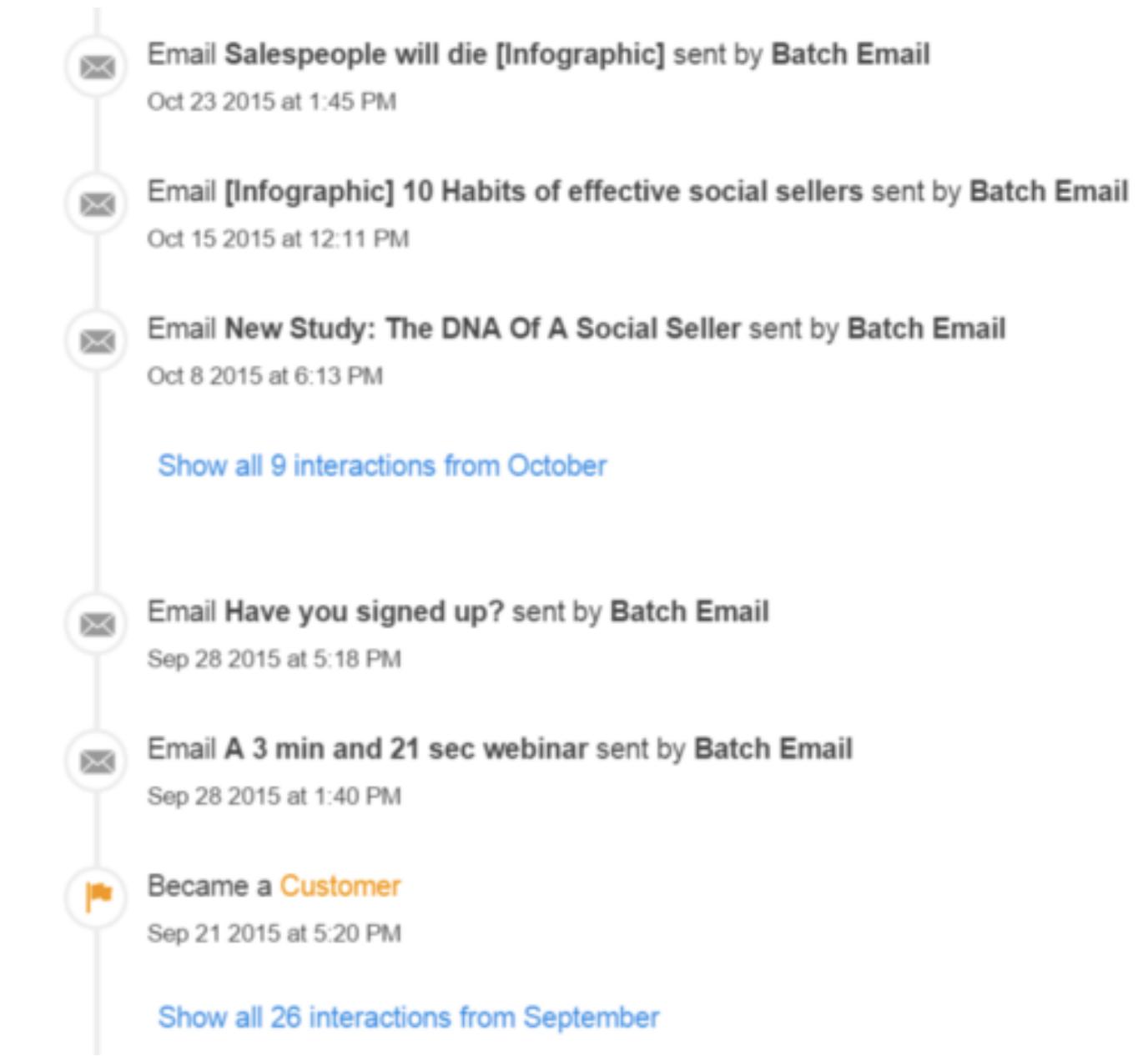
# BY ACTING UPON DATA & ONLINE BUYING SIGNALS

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

Launch personalized marketing actions by sales

Tools

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

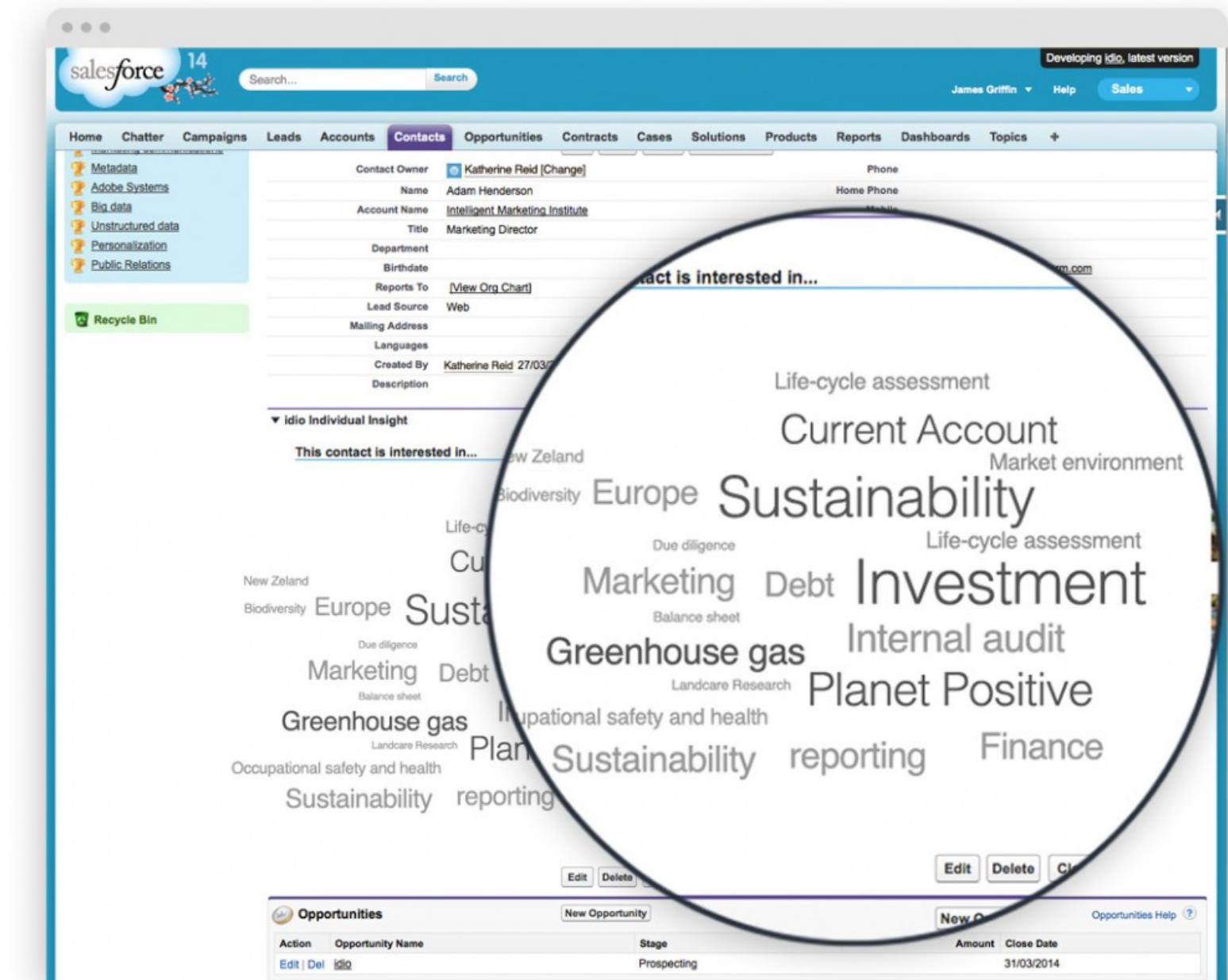


# BY ENGAGING ‘IN CONTEXT’

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



# 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

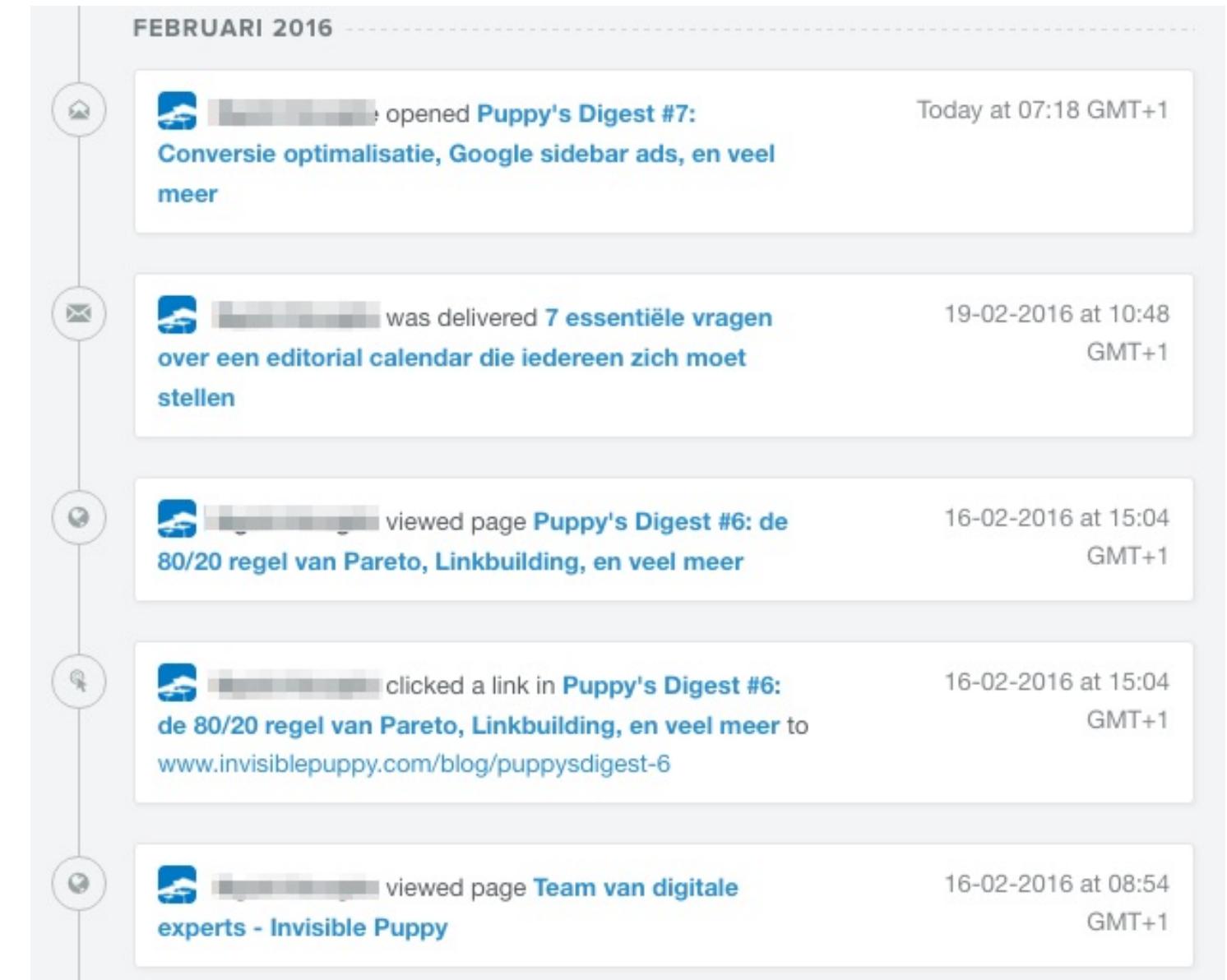


# USING CONTENT TO FACILITATE THE CLOSE

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



Need for people understanding awareness creation

Need for people understanding lead nurturing

Need for people understanding the art of negotiating and closing

Need for people understanding data management and automation

Model 1

Marketing and sales as communicating silo's with strict rules related to lead transfer, follow-up and reporting.

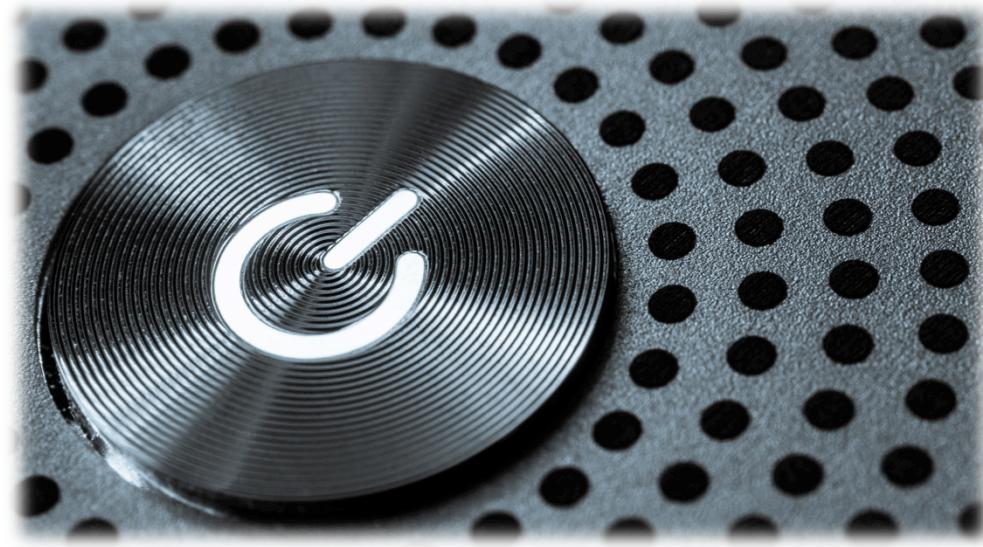
Model 2

Marketing in the lead of the selling process and sales as special intervention team.

Model 3

Integrated customer engagement department with sales, marketing and automation specialists working together for revenue generation

# WRAP-UP



Customers lead.  
Digital disrupts.



You'll need new skills  
& new Technologies



Sales adds value.  
Along the life-cycle.



GET IN  
TOUCH

[www.invisiblepuppy.com](http://www.invisiblepuppy.com)

