

salesforce

Selling Smarter, Not Harder

Get ready for the future of sales, today.



Einstein Alerts



This deal is ready to close.

Yasmin Li

@Lee, Negotiation under way.

Fai Wu

@Yichén, quote approved.



CASE #233442
GAMMA INC.



Opportunity

Feed

Details

Related



Analysis

Proposal

Negotiation

Closed

Value Proposition



Stage Complete

Closed

Opportunity Information



How to use this guide

We've designed this guide to let you choose where to start. Want to skip straight to the good stuff? Just tap on the section you want to read first.

Tap here to jump to a section



Want to jump between sections?

You can use these buttons at the top of the page.



And if you want to start again from the beginning, just tap the home button.

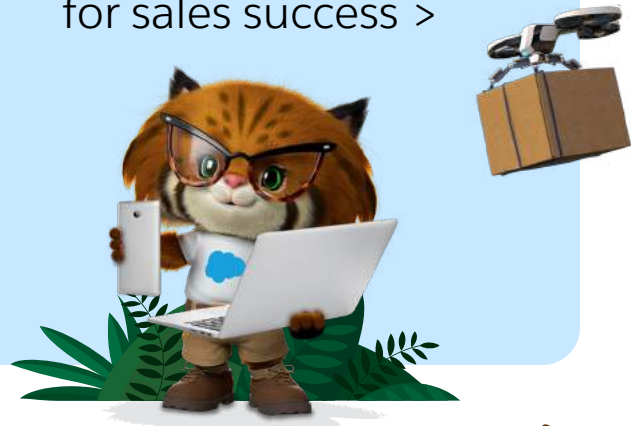
Of course, you can flick through each page just like any other e-book. Enjoy!

What's in this guide?

1. Welcome >



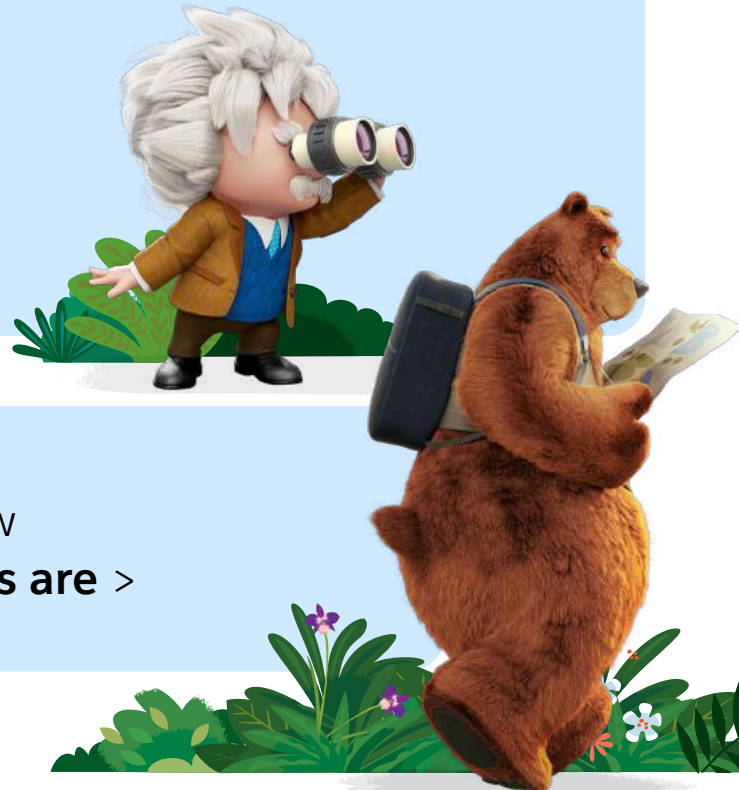
2. Future-proof tips for sales success >



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Welcome

What does 'the future of sales' mean to you? Does it make you think of new technology? Do you picture a world driven by artificial intelligence?

Or do you imagine a complete change in the way that we think about sales?

Technology is changing all the time – how do you keep on top of the latest innovations? Perhaps the most important lesson that sales people need to learn is that change is constant, and there will always be something new to learn.

The future sales leader will be able to quickly move between optimisation, transformation and innovation.

Customers using Salesforce have seen:

29%

increase in
sales productivity
and **faster insights***

27%

increase in
win rate, cross-sell
and **up-sell**

30%

increase in
customer retention*

27%

faster automation
of business
processes*

89%

of customers
achieve positive
ROI in nine months*



In the past, sales wasn't necessarily a trusted profession. The perception of salespeople was that they might try to trick you into making a purchase.

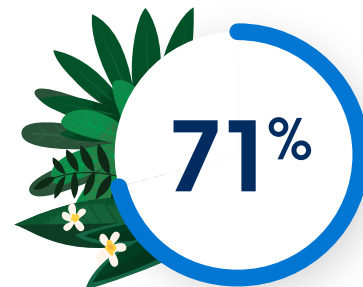
But now that's behind us. The best salespeople of the future will drive growth for their businesses by wowing customers. Using data-driven insights you will be able to create experiences for your customers that will turn you from a salesperson into a trusted advisor.

Expectation



of business buyers are more likely to buy from a company that **demonstrates an understanding of their business goals.**

Reality



of B2B customers say that **most sales interactions feel transactional.**

Source: State of the Connected Customer Report

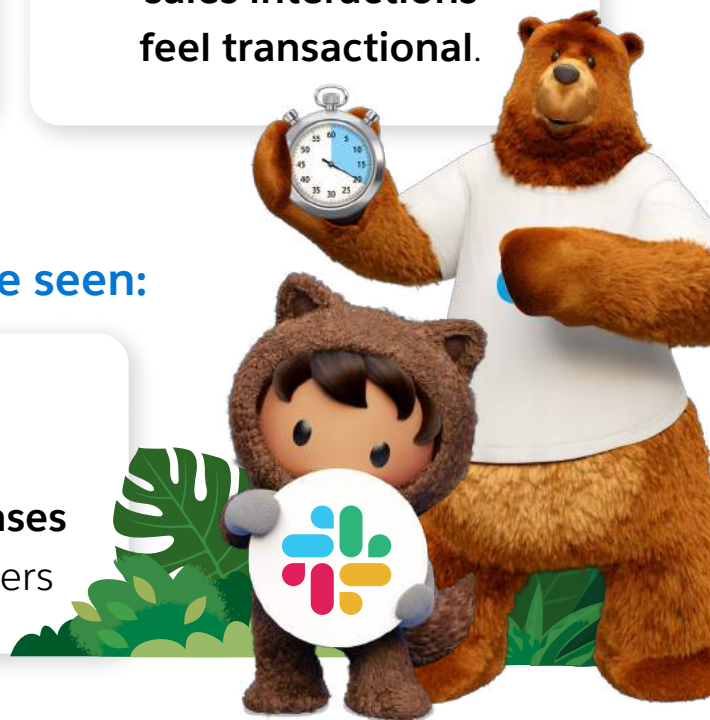
Customers using Slack Connect have seen:

4x

faster deal cycles
for a sales team

60%

faster responses
from customers



Future-proof tips for sales success

For more than two decades, Salesforce has been at the cutting edge of sales technology. From the very beginning, we have focused on providing the latest innovations direct to you.

In this guide, we've gathered experts in the field to tell us how you can prepare for the future of selling.



Tip 01

Cecily Ng

Senior Vice President, General Manager of Singapore and Taiwan, Salesforce



“In the new digital world, you might never meet your customer face to face. In the past, you might sit down with them for a meal, which would give you time to build a relationship. Now, you have to create engagement and trust in the space of a 30-minute video call.

The secret is data – there are tools that will let you collect information about your customer before you ever speak.

Everything you say should be based on data – that’s how you build trust.”

[Future-proof tip](#)[Deal breaker](#)

Tip 02

Tom Abbott

CEO and Co-Founder, SOCO Sales Training



“If you’re engaging in social selling, you really have to make sure your social profile is up to scratch. The first thing a prospect will do is look at your profile, and you’ll lose all your credibility if it isn’t up to date and relevant.”

[Future-proof tip 1](#)[Future-proof tip 2](#)[Deal breaker](#)

Tip 03

Abhijeet Kulkarni

CEO and Co-Founder, Appistoki



“Selling socially requires integrity. When you have that integrity, your customers will start to take you seriously, and you can build a community. That makes it much easier to sell.”

[Future-proof tip](#)[Deal breaker](#)

Tip 04

Arvin Singh

Co-Founder, hoolah & Partnerships, ShopBack



“After the pandemic, having a high emotional intelligence is going to be as valued as having strong leadership skills, or teamwork abilities.

The ability to build lasting and meaningful relationships will be considered a must-have skill for salespeople.”

Future-proof tip

Deal breaker

Results:

**400%+**

**reduction in merchant
integration timeline**

**20x**

**growth of merchant
network in two years**

[Read their success story >](#)

Tip 05

Sharon Lim

Co-Founder and CEO, Browzwear



“While it might seem important to choose your technology quickly, you should make sure you spend the time to make the right choice for your business.

The solution you choose should be able to change and grow with your business. The wrong decision now could be costly in the future.”

Results:



60%
year-on-year
growth



65%
reduction in manual
handling of each order



[Read their success story >](#)

Tip 06

Thitirat Tongtavorn

Regional Vice President, Salesforce Thailand



“The future of sales will be built on delivering the right customer experience. A complete understanding of your customers, together with AI and automation technology, will let you deliver the best experiences.

If you can apply these technologies effectively, you’ll gain a competitive edge for your organisation, while also reducing costs. The good news is that these capabilities are available now for companies of all sizes.”



Tip 07

Tom Abbott

CEO and Co-Founder, SOCO Sales Training



“If you’re selling from anywhere, your customers are also buying from anywhere. You have to be able to use remote selling techniques to reach the previously unreachable customer.”

[Future-proof tip 1](#)[Future-proof tip 2](#)[Deal breaker](#)

Drive efficient growth by wowing your customers

Customer expectations have never been higher. But we can help – Customer 360 users have seen an **average 32% increase in customer satisfaction** and **30% in customer retention**. That’s why we’re a partner to the world’s most trusted brands.



Tip 08

Apisek Tewinpagti

Co-Founder and CEO, Beryl8



“When you’re writing your use cases, always keep in mind the format:

- As a _____
- I want to _____
- So that _____

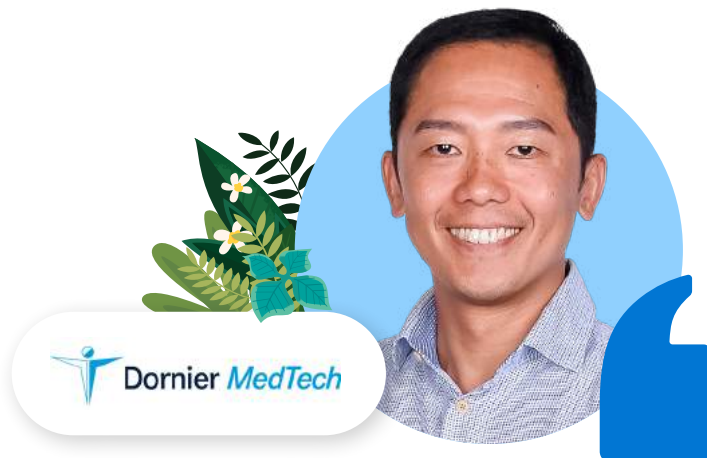
Too often I see salespeople forget the last point – they have forgotten what the customer actually wants to achieve. Use this template, and you’ll be able to provide solutions, not just pitch products.”



Tip 09

Issac Khoo

General Manager, Dornier MedTech



“The agility of any company in today’s increasingly disruptive world depends on **the speed at which critical data is made available**. But it doesn’t stop there – your people also need to have the right mindset; if you’re not agile in your thinking, you will be left behind.”

Results:



30%

time savings
on managing sales
approvals



50%

increase in
collaboration



2hrs

saved per week
per rep
on reporting

[Read their success story >](#)

Tip 10

Tiffani Bova

Global Growth and Innovation Evangelist, Salesforce



“Identify what your strengths are, and stop trying to be something that you aren’t. If you stick to your superpowers, you’ll find much more success than if you try to fake it.”

[Future-proof tip](#)[Deal breaker](#)

Tip 11

Will Tseng

General Manager, Hai Lu Jya He



“The Internet of Things presents lots of opportunities for after-sales support. We will start to see remote stock monitoring becoming more popular – your products in your customers’ warehouses can warn you when stocks are low, allowing your sales teams to follow up with the customer and make **proactive offers to ensure repeat business.**”

Results:



4x
increased
revenue



18%
increase in
orders



3x
faster ordering
process

[Read their success story >](#)

Tip 12

Sundar Pandurangan

Deputy General Manager, Global Commercial and Service Management,
Ocean Network Express



“Technology will only become more important in the future, so you have to make sure that any new solutions you choose will work with your existing tech stack. **You don’t want to get stuck in a scenario where your sales tech stack doesn’t integrate with your other applications,** or marketing and sales are using a completely different system.”

Results:



2,000+

salespeople **trained**
in less than four
months



72%

reduction in average
handling time for first-
call-resolution web cases



99%

improvement
in **first response**
time for chat



[Read their success story >](#)

Drop these deal breakers

Sales techniques are constantly evolving. Whether it's brand new technology, or evolving customer expectations, the way we sell to our customers should always be changing. Above all else, we should be focusing on building deeper customer relationships, leading to long-term loyalty.

Sometimes it's difficult to let go of strategies that used to work in the past. But in the ever-changing world of sales, which sales tactics should we leave behind?

Our experts have given us some examples of sales techniques that you should drop, and what should replace them.



Deal breaker 01

Riam Thongtanakulsate

Regional Sales Director, Salesforce Thailand



“A classic sales tactic that we often see is to slash prices. However, **if a customer doesn’t see the value of your product, no price is going to be low enough.**

We like to show the customer our business benefits, such as how we can bring growth, cost savings and mitigate risk for the company. With these, we can position ourselves as a trusted partner to the customer.”



Deal breaker 02

Arvin Singh

Co-Founder, hoolah & Partnerships, ShopBack



“Just because you have been successful in one country, or market, doesn’t mean you’ll be successful in another.

Every new market will have its own challenges, and you should take the nuances between countries seriously.”

Future-proof tip

Deal breaker

Results:



400%+

reduction in merchant
integration timeline



20x

**growth of merchant
network** in two years

[Read their success story >](#)

Deal breaker 03

Cecily Ng

Senior Vice President, General Manager of Singapore and Taiwan, Salesforce



“Stop trying for the sale at all costs. Being too pushy can create negative emotions about your company in the mind of a lead, and they may never buy from you.”

[Future-proof tip](#)[Deal breaker](#)

Deal breaker 04

Abhijeet Kulkarni

CEO and Co-Founder, Appistoki



“Stop throwing timelines around, especially if they contain arbitrary or manufactured deadlines. By forcing your customer to choose, you might win some short-term success, but you will also leave them with a bad taste in their mouth, making them unlikely to buy from you again.”

[Future-proof tip](#)[Deal breaker](#)

Deal breaker 05

Tom Abbott

CEO and Co-Founder, SOCO Sales Training



“Stop using multiple databases! If you have integrated systems that assist the buyer in their relationship with your company from start to finish, you’ll see more success.”

[Future-proof tip 1](#)[Future-proof tip 2](#)[Deal breaker](#)

Deal breaker 06

Tiffani Bova

Global Growth and Innovation Evangelist, Salesforce



“Stop worrying about technology – it’s not here to replace you. Businesses will always need human salespeople to get the best value out of new tech.”

[Future-proof tip](#)[Deal breaker](#)

Are you ready for the future of sales?

In the future, the most successful salespeople will use technology, not to replace sellers, but to make selling easier.

AI will take away the burden of everyday admin, giving you the gift of time to invest in your customers' success.

Digital workplaces will become the norm, and salespeople who can make connections virtually will excel.

Take a look at our checklist to help you get ready for the future of sales.



Future of sales checklist – Am I ready?

- ☐ **Do I know what my selling superpower is?**
Answered no? Be honest with yourself about your strengths and weaknesses. Understand what you're best at, and double down on that skill.
- ☐ **Do I really know what my customers want?**
Answered no? This should be your next step. Do as much research as it takes to really understand your customers' pain points, and develop solutions that will help them solve those problems.
- ☐ **Can my customers contact me using their preferred channel?**
Answered no? If your customers can't connect with you in the way they want to, it makes the conversation hard to progress. Find out where your customers are, and make sure you're there too, and look out for opportunities for [social selling](#).
- ☐ **Am I able to track opportunities and the health of my business's pipeline in real time?**
Answered no? Giving your sales teams real-time data will allow them to prioritise quality leads and focus on pipe generation. Sales Cloud empowers your teams to be successful at every stage of the sales cycle.
- ☐ **Do I forecast revenue growth and future projections for my business?**
Answered no? Customer relationship management (CRM) is the best way to forecast sales revenue for pipeline health and make data-driven decisions to drive growth.

☐ **Am I automating processes to improve productivity?**

Answered no? Make time to understand your processes. Then identify which processes can be improved, or automated entirely. This will save you time in the long term.

☐ **Can I access all my customer data in one place?**

Answered no? A single source of truth is vital if you want to sell successfully. Take a look at a CRM system, and make sure you choose one that can grow with your business.

☐ **Am I making time for innovation in my working week?**

Answered no? With automation becoming the norm, you should find that you have more time for the important work. Dedicate time to learning about the latest developments in tech, learning about your customers, or looking for training opportunities.

☐ **Can I communicate effectively with my team, even if they're working remotely?**

Answered no? Consider looking at the tools you use for collaboration. Are they fit for purpose and integrated with your other systems? A CRM integrated with a digital HQ will help you hit your targets.

☐ **Is my social profile looking slick?**

Answered no? This one's easy! Make sure your social profiles on all the relevant networks are active. Make sure your posts are professional, and engage with your prospects.

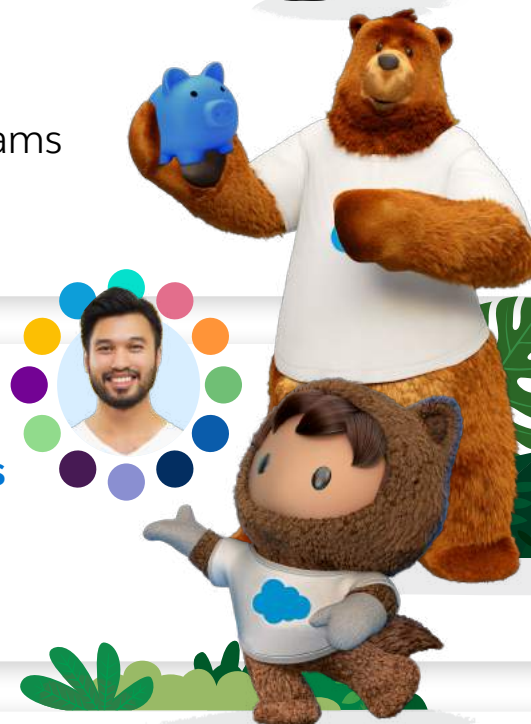
What are the next steps?



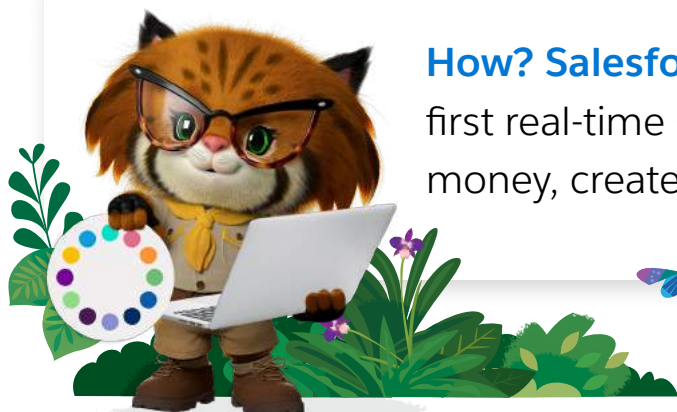
Max out efficiency with better automation, data, and intelligence



Lower costs for your whole organisation by uniting your teams on a single trusted platform



Focus on personalised customer-centric experiences to win new business and retain your existing customers



How? Salesforce Customer 360 is the world's first real-time CRM, and can help you to save money, create value, and grow efficiently



Resources

Explore more free resources to learn how you can sell smarter, reduce costs and drive efficiency in today's economy.



Sales Cloud demo

How Sales Cloud helps you convert more leads and close more deals.

[See how it works >](#)

Sales Cloud overview

Learn how you can win customers through AI and automation.

[Learn more >](#)

Resource Centre

Explore our range of free business resources such as blogs, guides, videos and more. It's the perfect one-stop shop for business success.

[Access free resources >](#)

Customer success stories

Find inspiration in the stories of our customers and partners, who are blazing new trails towards business success.

[Read success stories >](#)



Become a customer company



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Website: [sfdc.co/ap-sales](https://www.salesforce.com/ap-sales)

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**2022 Salesforce Success Metrics Global Highlights. A 2022 study based on 3,706 customer interviews in the US, Canada, UK, Germany, France, Australia, India, Singapore, Japan, and Brazil.*