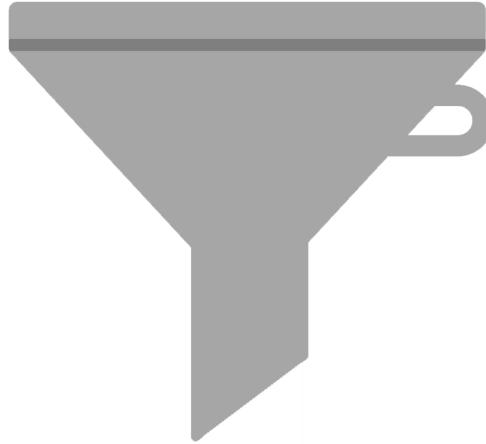


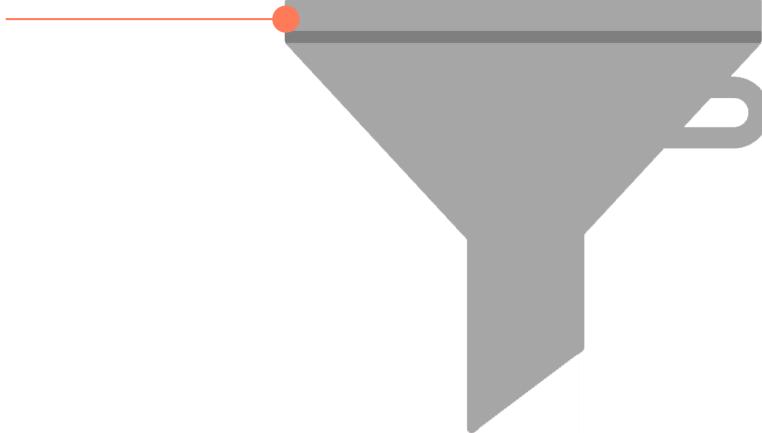
Rethinking sales with frictionless selling



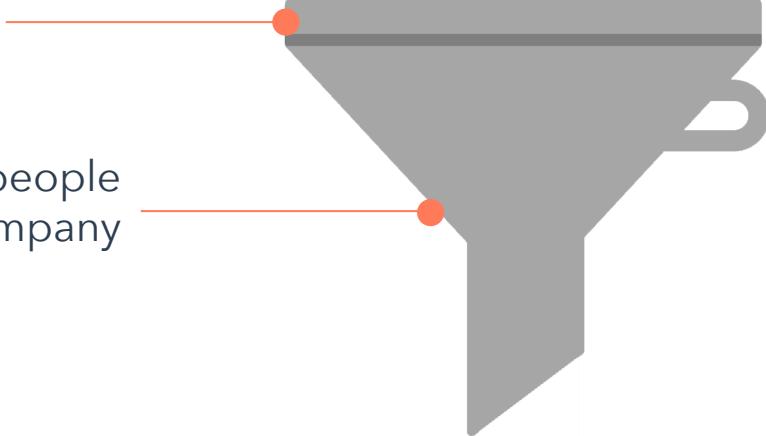
If you lead a sales team, you're probably used to thinking of your sales process as being shaped like a funnel.



A **fairly large** number of people
knowing about your company



A **fairly large** number of people
knowing about your company

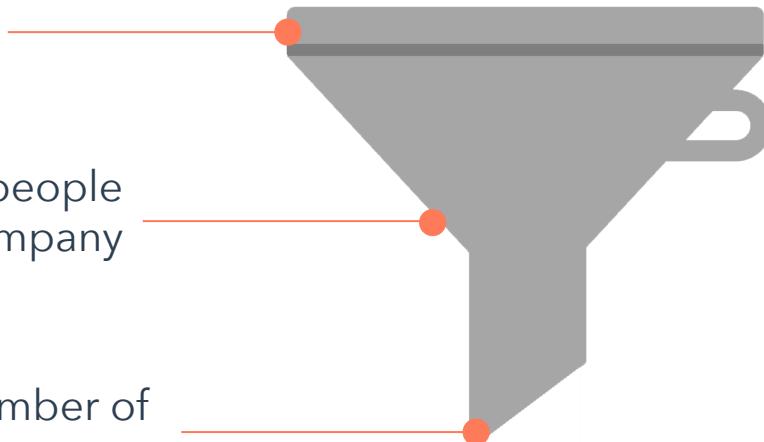


A **smaller** number of people
engaging with your company

A **fairly large** number of people
knowing about your company

A **smaller** number of people
engaging with your company

An **even smaller** number of
people actually buying from you



Thinking of your company in this way makes sense. After all, a graph showing a conversion process is most likely shaped like a funnel.



But there are **a few**
problems with thinking of
your business as a funnel.

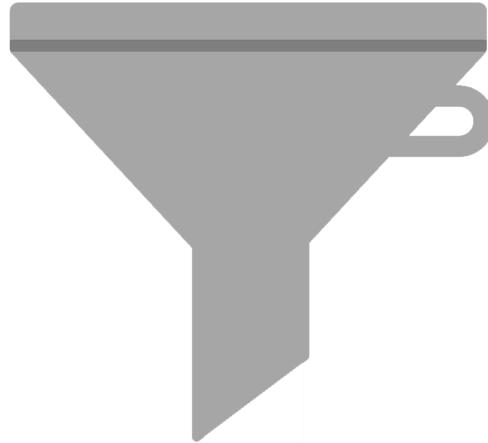


You have to constantly spend time getting new people into your sales process at the top of the funnel.

Most of those people never make it to the bottom of your funnel.

That's a lot of **wasted effort.**

In the physical world,
when you use a funnel...



You pour some
stuff into the top,

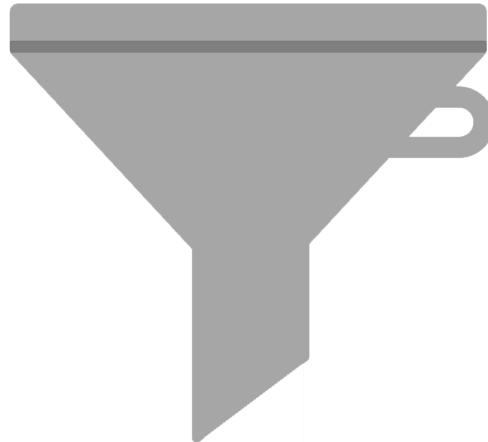


You pour some
stuff into the top,
and wait for it to come
out of the bottom.



And then that's **the end.**

All movement **stops**
until you pour more
stuff into the top.

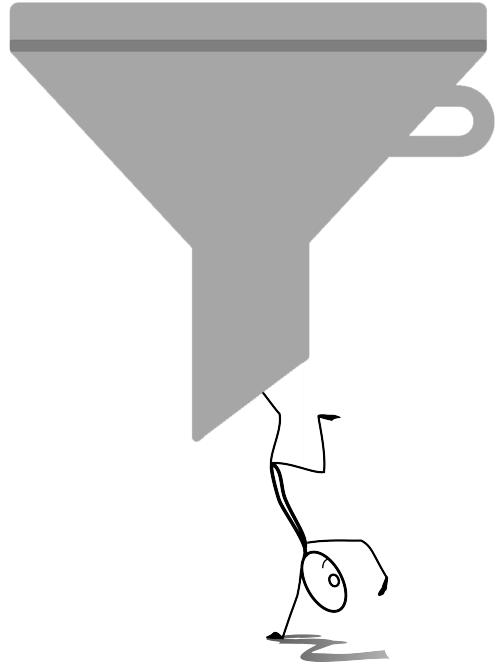


As you pour things into a funnel,
the stuff at the bottom doesn't
have much of an impact on
the stuff at the top.

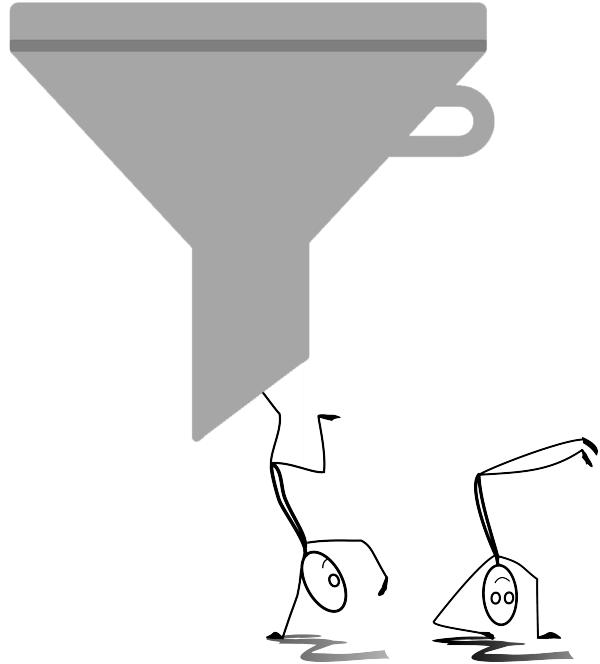


As long as the stuff lower down continue to flow and get out of the way, the stuff going into the top of the funnel **won't even notice** it's there.

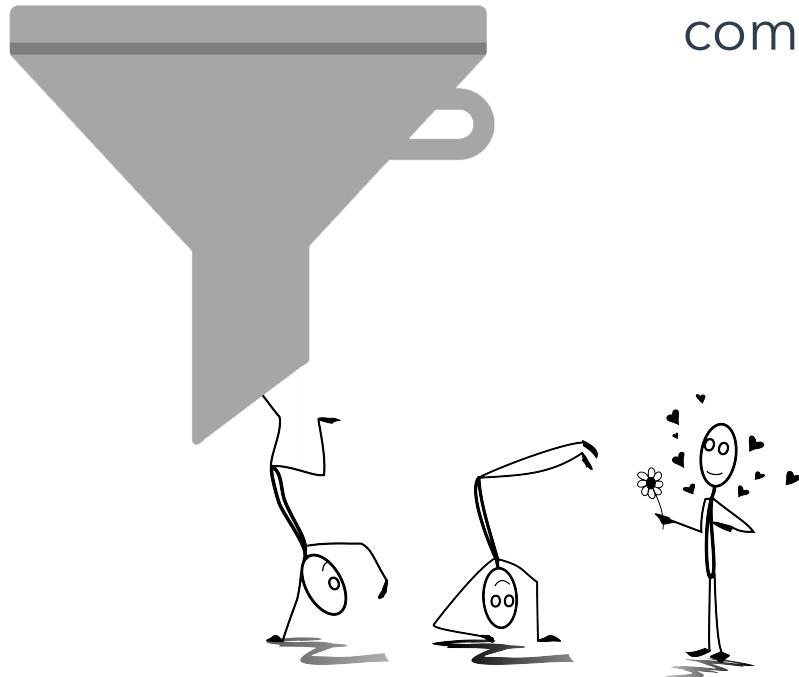
The people coming out of the bottom of your company funnel can have a **huge impact** on the people going into the top of it.



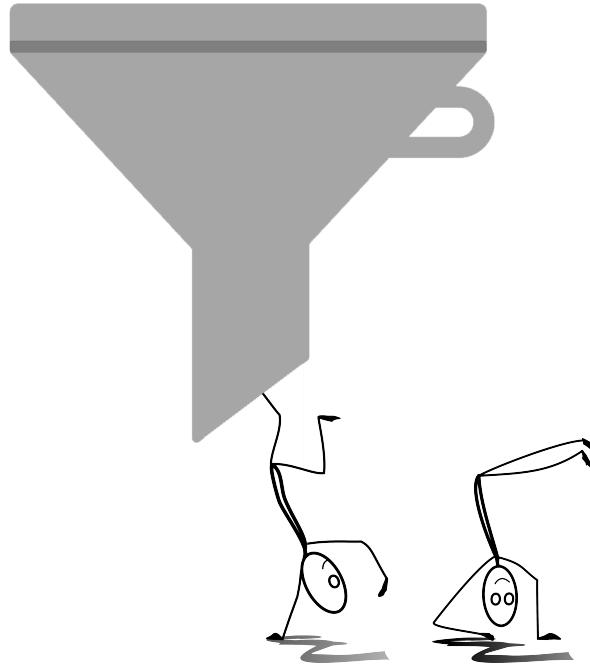
But in business...



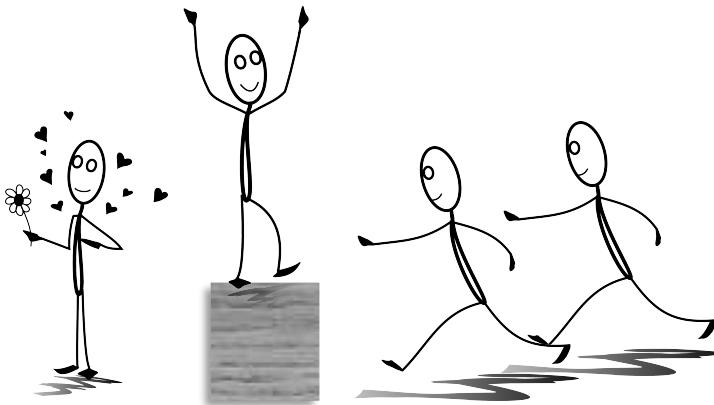
The people coming out of the bottom of your company funnel can have a **huge impact** on the people going into the top of it.



If your customers love your
company and love your product,

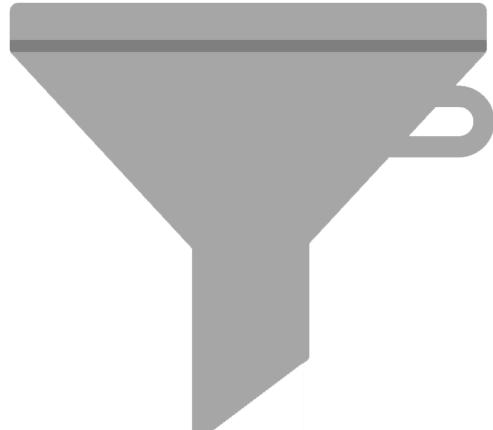


If your customers love your company and love your product,
they'll tell their friends to come buy from you as well.



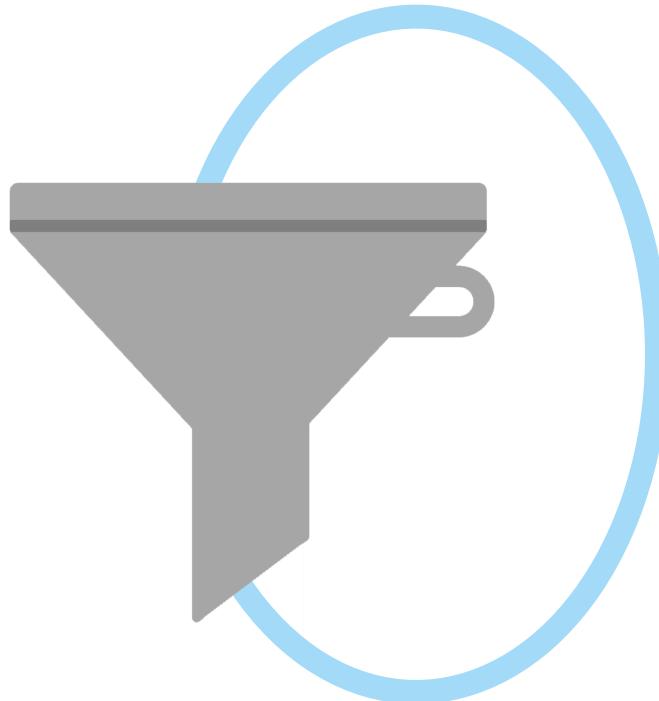
The bottom of the funnel can **feed** the top of the funnel.

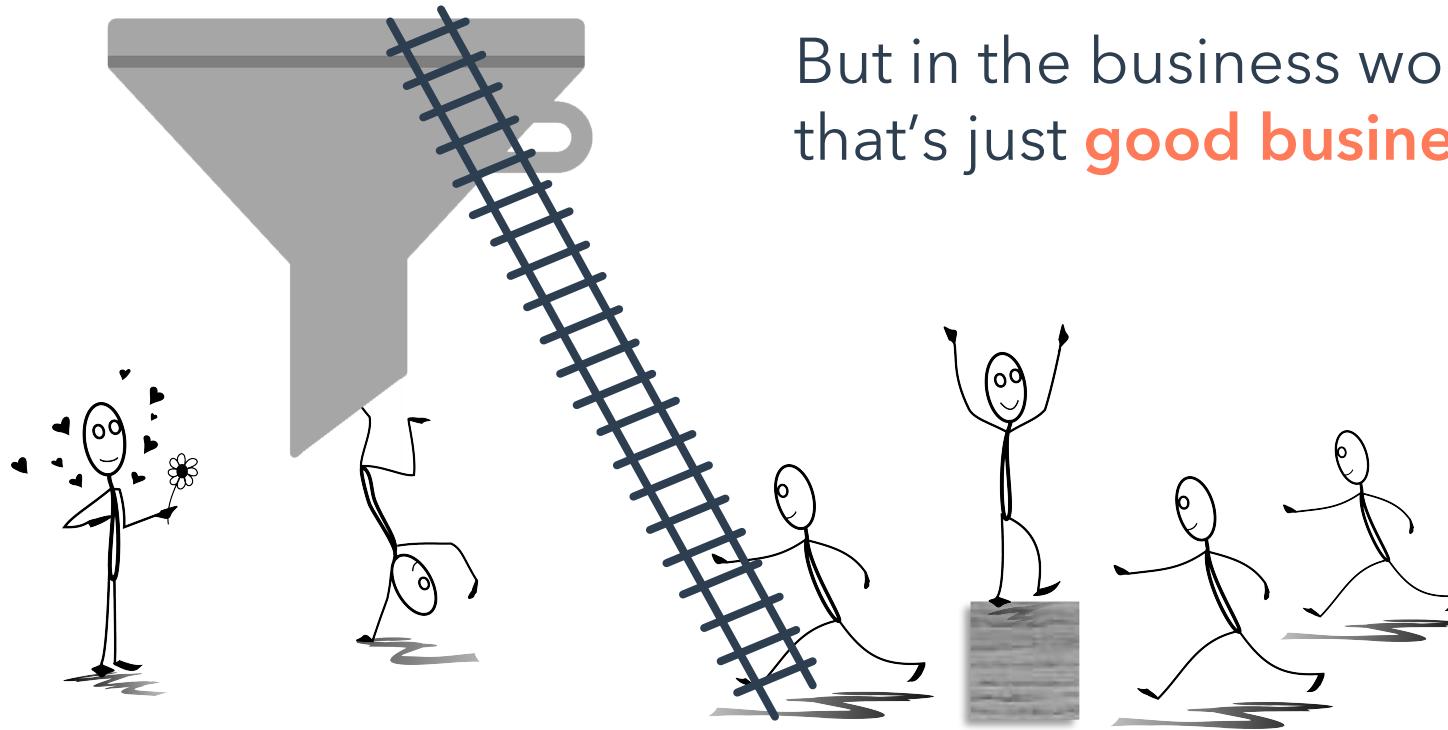
In the physical world,
that's **impossible**.



In the physical world,
that's **impossible**.

It's hard to imagine how that could
ever happen.



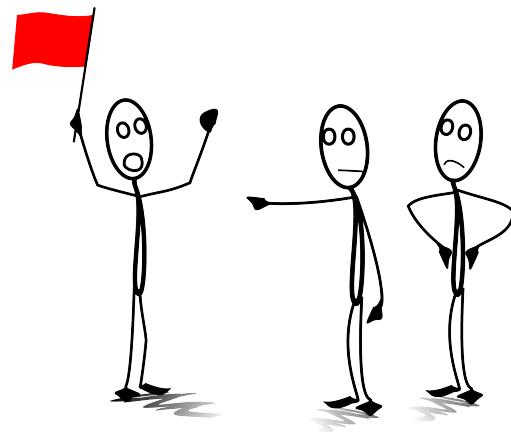
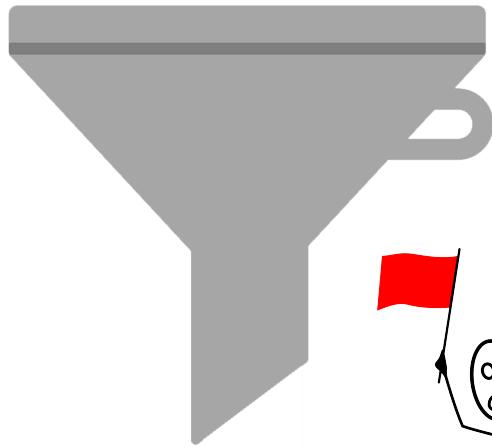


But in the business world,
that's just **good business**.

Many businesses report that
word-of-mouth is their single
biggest source of referrals.

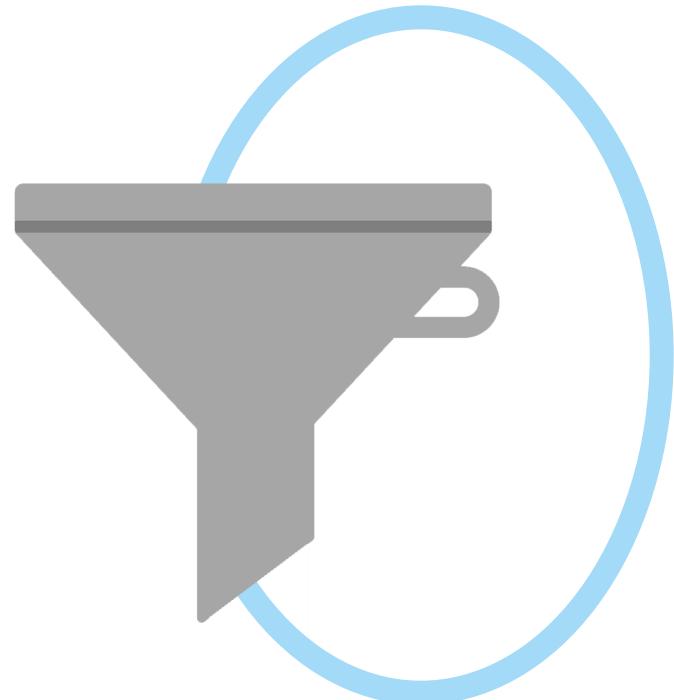
If the people who buy from you have a bad experience, they'll tell their friends about that, too.





The people coming out of the bottom of the funnel can **prevent** other people from entering the top of the funnel.

Thinking of real funnels in the physical world, it's hard to imagine a circumstance in which the stuff that's already exited the bottom of the funnel could somehow go back up to the top and **prevent other stuff** from coming in.



This is an important fact
about human nature that
every business leader
needs to understand.

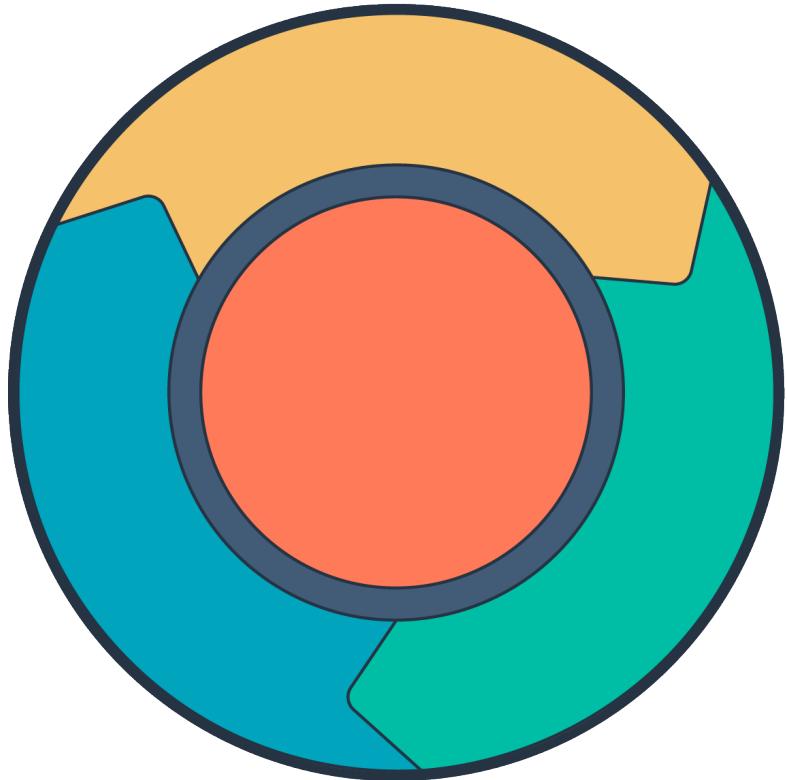


The attitude of people when they come out
the bottom of your funnel **directly impacts**
the number of people who are willing to
enter the top of your funnel.

The **funnel** isn't the best model for your company.



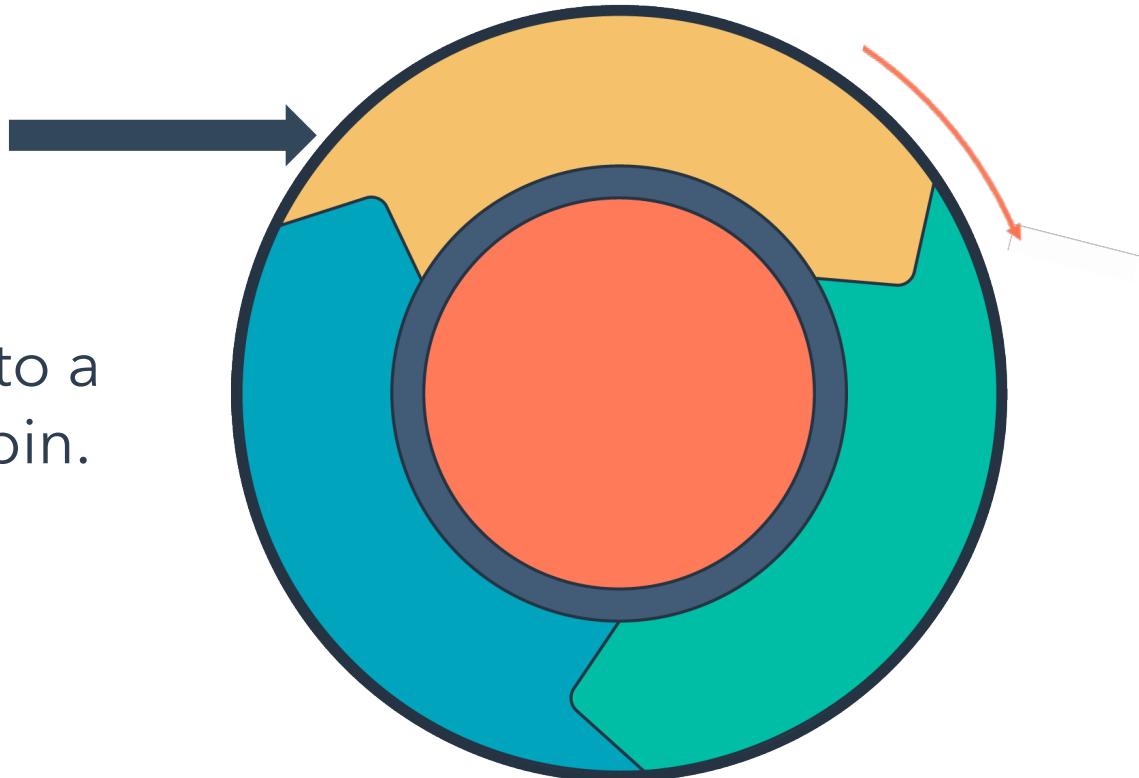
In the world of inbound,
we use a different model:
the **flywheel**.

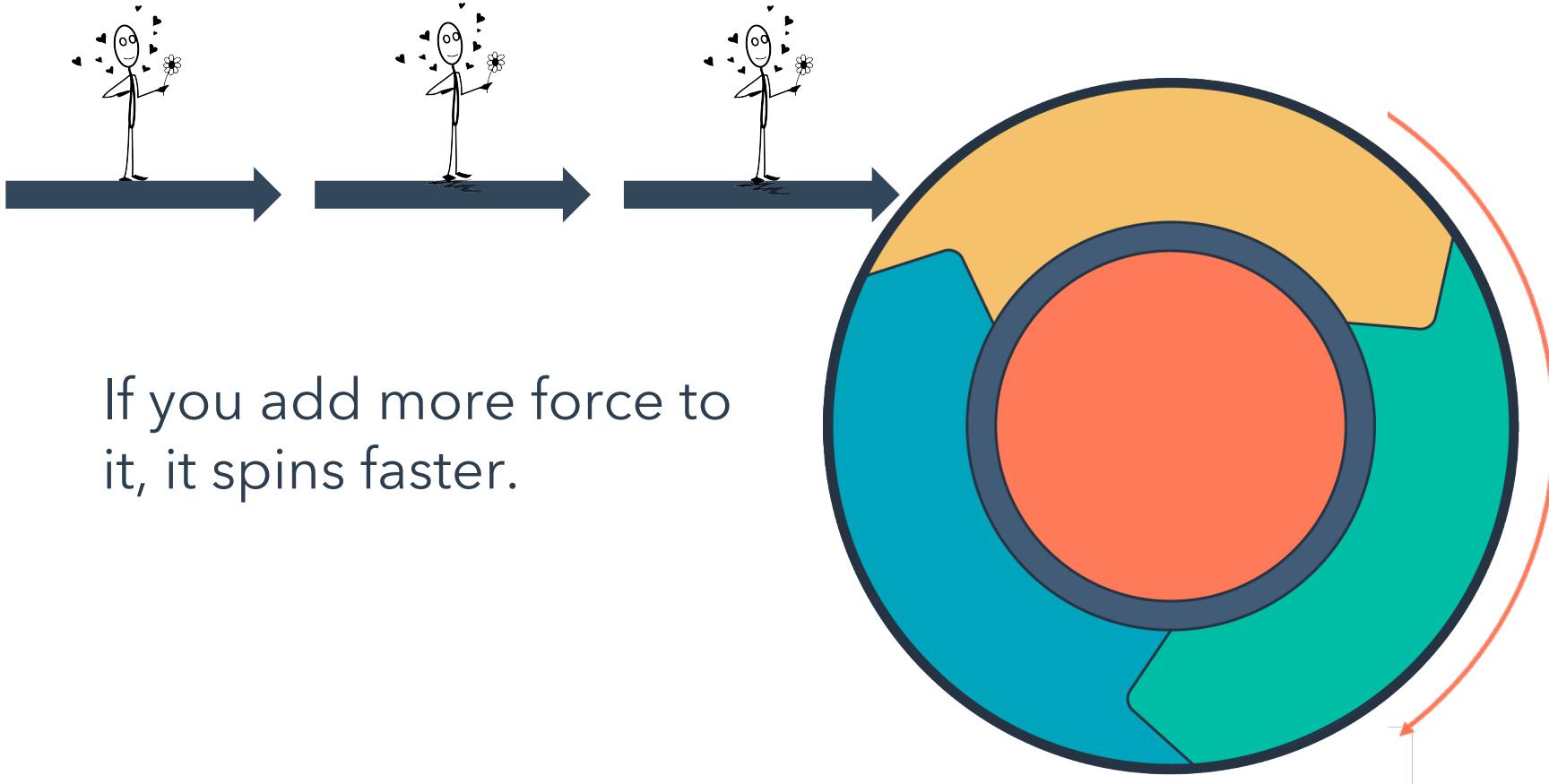


Flywheel

A machine that stores rotational energy

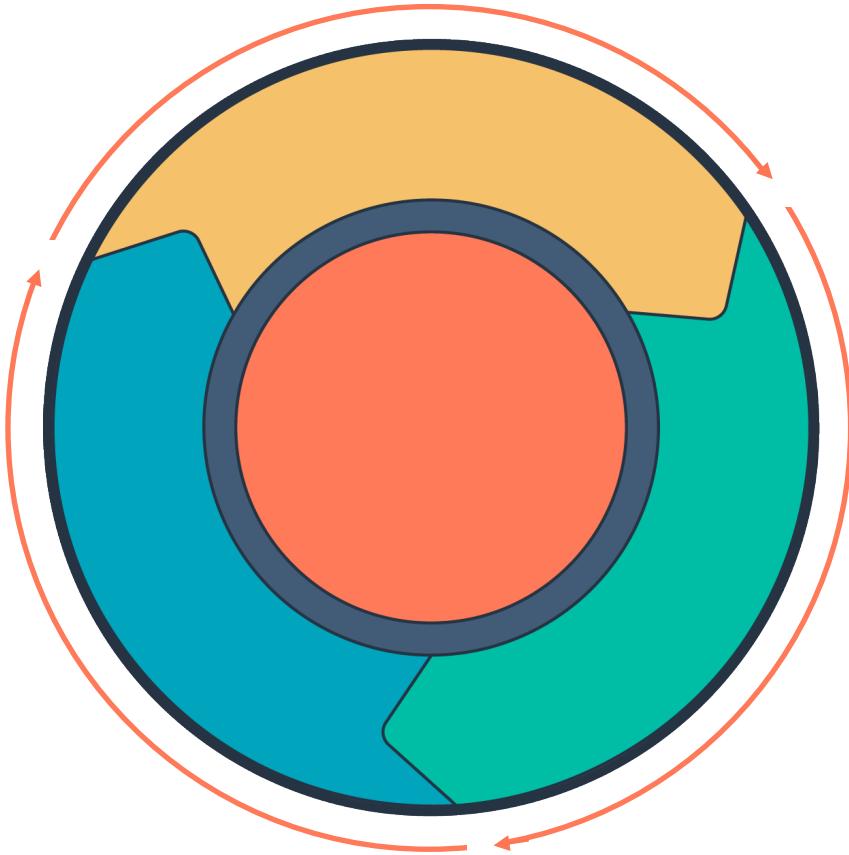
When you add force to a flywheel, it starts to spin.



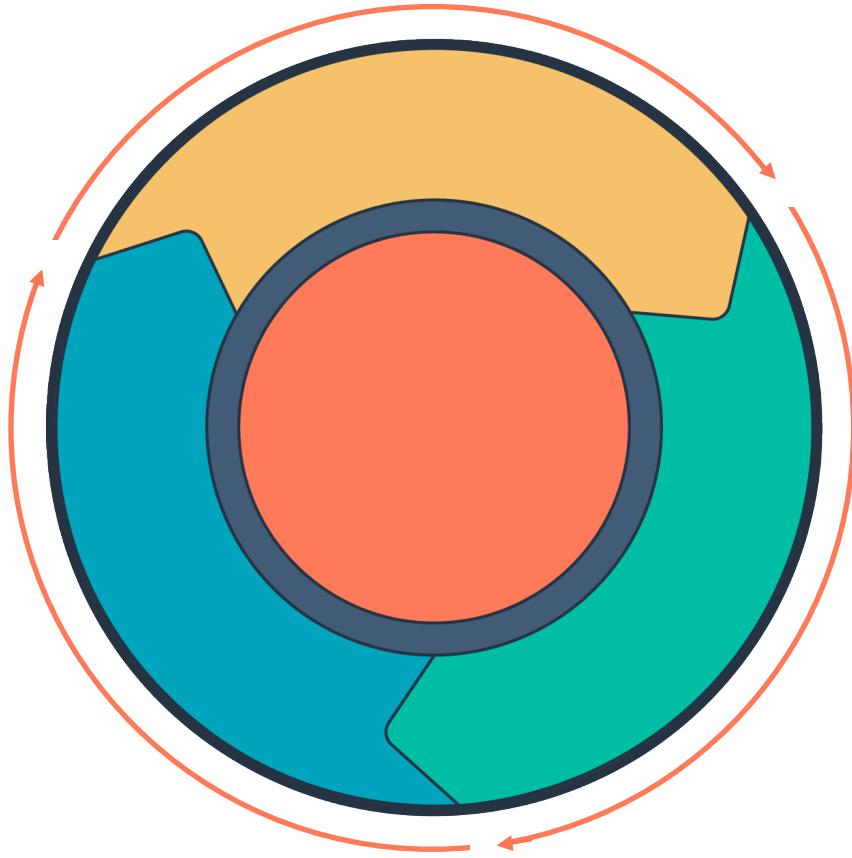


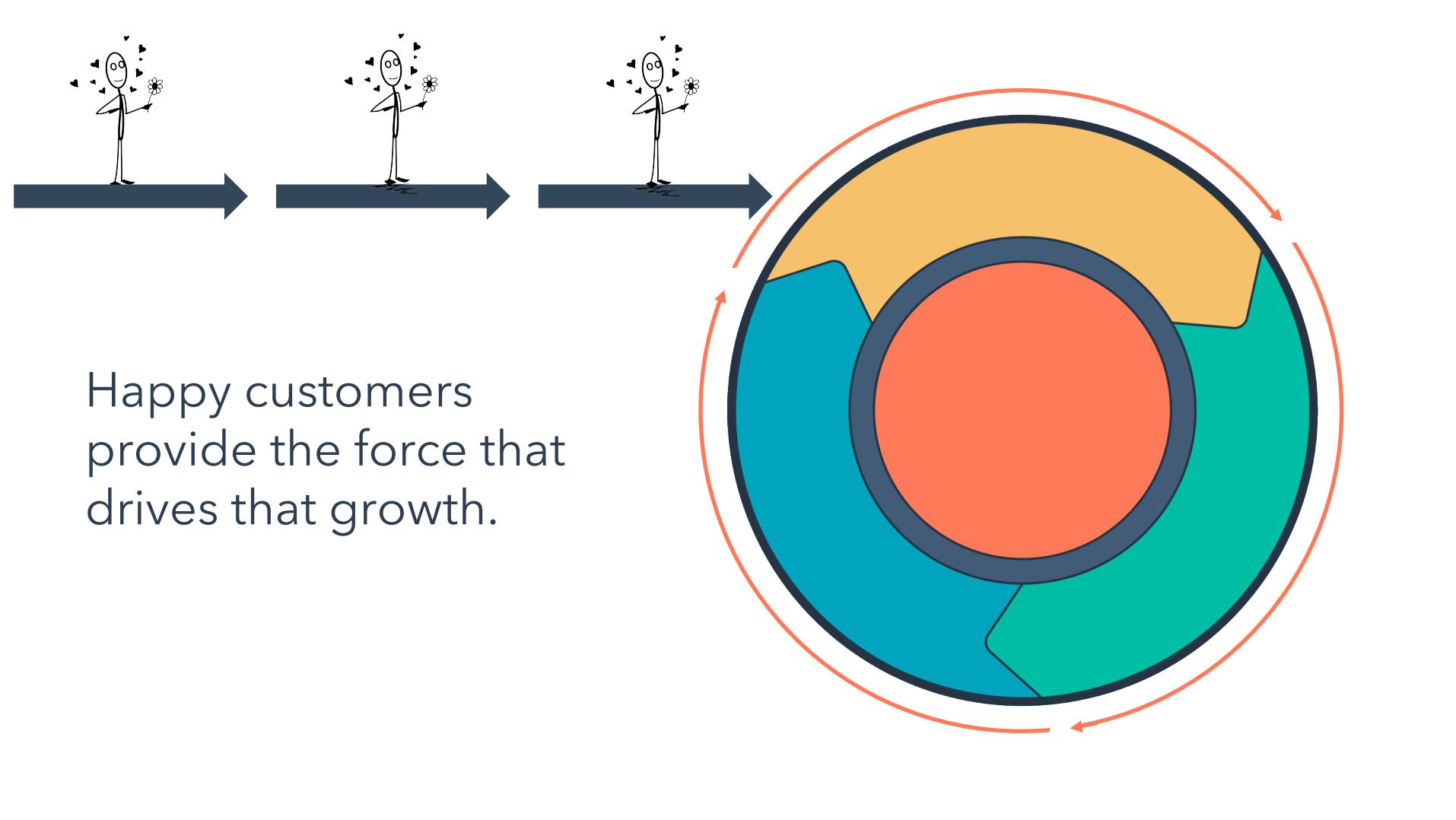
If you add more force to it, it spins faster.

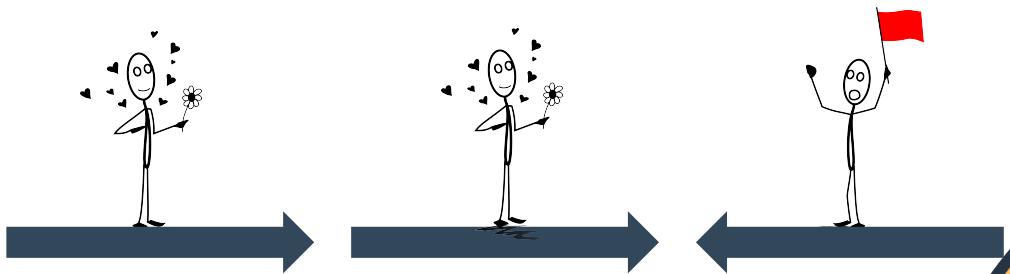
A flywheel will **keep spinning** unless there's enough friction to slow it down.



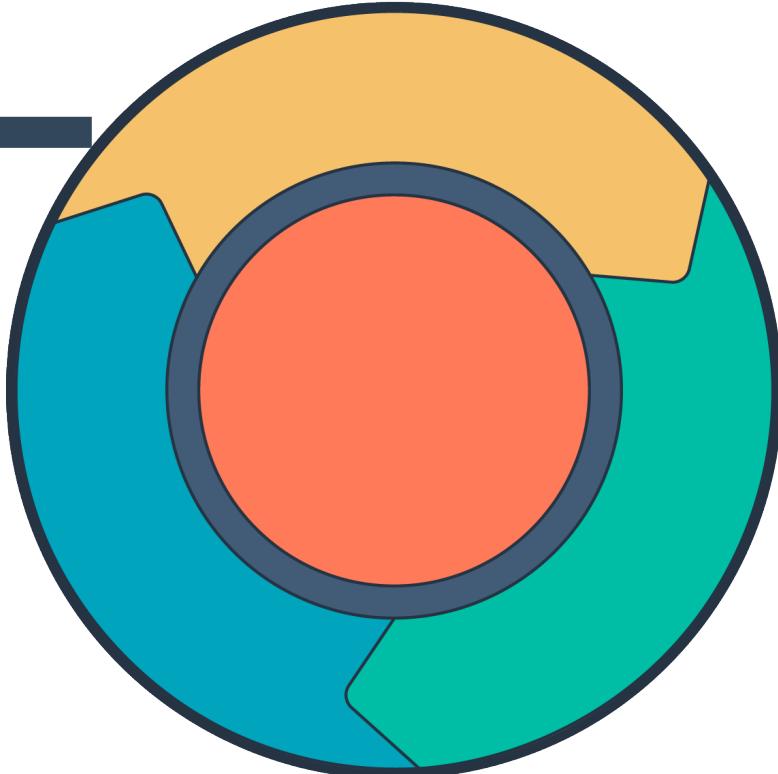
The rotation of the flywheel represents the **growth** of your company.







But if you produce unhappy customers, they'll add friction to your flywheel and slow your company's growth.



What do **force** and **friction**
mean in this context?

Force

Anything that drives sales

Friction

Anything with the power to slow down sales



Adding **force** is
no problem.

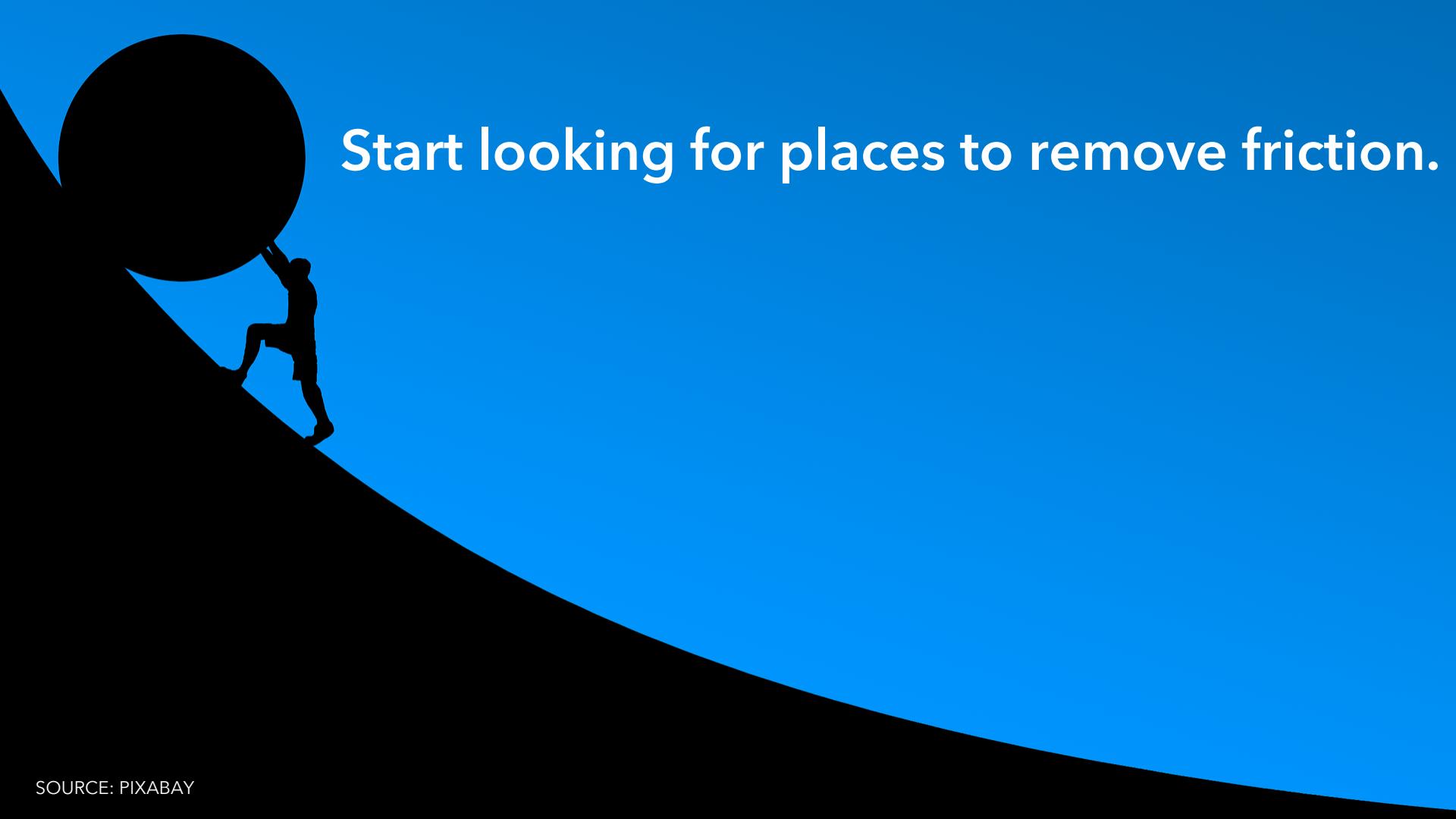
As a sales leader, you could try to add force to your flywheel by

- increasing your goals
- hiring a bigger team
- investing in marketing to bring in more leads
- telling your reps to send more emails and make more calls

But chances are you're pretty much already maxed out in all these tactics.



When it comes to applying force, it's probably safe to assume you're currently doing **everything you can.**

A black silhouette of a person is shown from the side, pushing a large, solid black sphere up a steep, dark incline. The background is a bright blue.

Start looking for places to remove friction.

FRICTIONLESS SELLING FRAMEWORK

ENABLE

your team to
spend more
time selling.

ALIGN

your team
with your
target buyer.

TRANSFORM

your team
through a culture
of learning.



Frictionless selling is a way of rethinking sales to make it more convenient—for both the buyer and the seller.

The history of sales has
always been driven by
convenience.

The History of Sales



The History of Sales



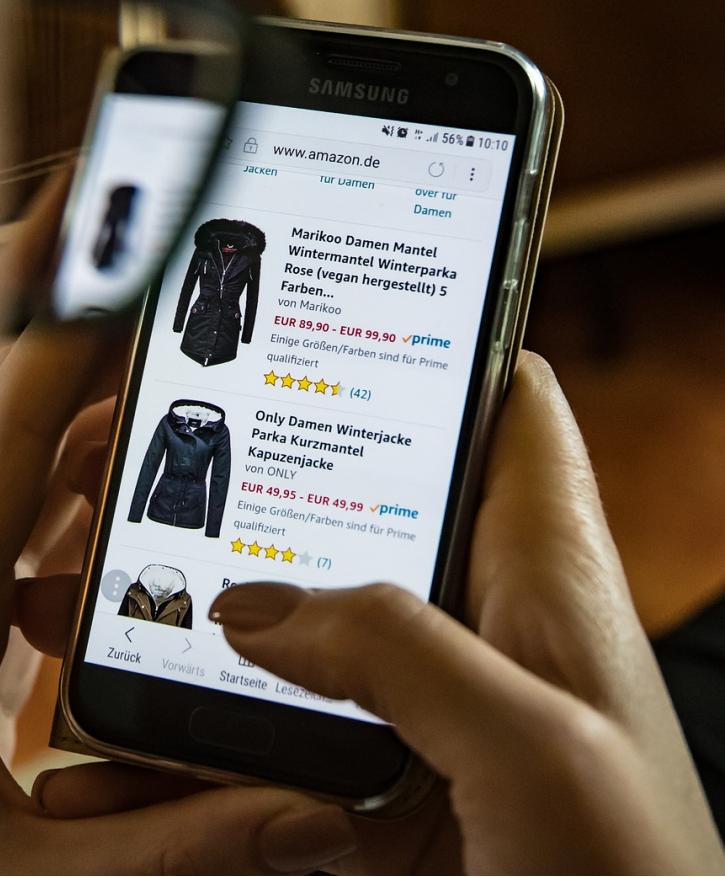
The hunger for convenience is changing every consumer industry.





Modern consumers are constantly on the lookout for easier, faster, smoother ways to buy the products they care about.

Many sales teams haven't
really **gotten the memo.**



Businesses that sell directly to consumers have done a much better job embracing the age of convenience and effectively removing friction from the buying process.

For B2B companies, it
seems a lot more
complicated.

A photograph showing two women in an office environment. In the foreground, a woman with long dark hair and a small hoop earring is looking down at a computer screen. Behind her, another woman with long blonde hair is looking directly at the camera. They appear to be in a professional setting, possibly a call center or office, with desks and computer monitors visible in the background.

This added complexity makes it
even more important that B2B
companies find ways to remove
friction from the sales process.



The amount of patience people have for jumping through hoops and sifting through information is only going to **decrease**.

It's time to do things differently.
It's time to rethink sales.



SOURCE: PIXABAY

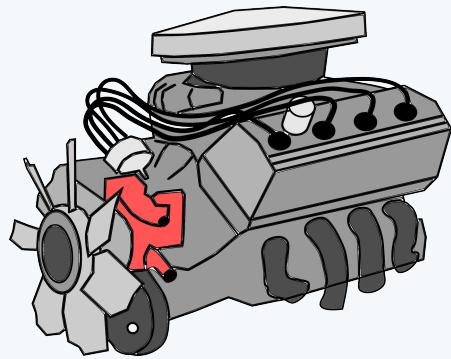
Implementing the frictionless selling framework



If you've been in sales for a while, you probably already have more frameworks than you know what to do with.



Most Frameworks



Focus on Applying Force

Frictionless Selling



Focuses on Removing Friction

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Enable Your Reps

Traditional Sales



Blind outreach

Enable Your Reps

Traditional Sales

-  Blind outreach
-  Siloed work

Enable Your Reps

Traditional Sales

- ✓ Blind outreach
- ✓ Siloed work
- ✓ Multiple tools with manual data entry

Enable Your Reps

Traditional Sales

- ✓ Blind outreach
- ✓ Siloed work
- ✓ Multiple tools with manual data entry
- ✓ No prioritization

Enable Your Reps

Traditional Sales

- ✓ Blind outreach
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- ✓ Multiple tools with manual data entry
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Enable Your Reps

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Frictionless Sales

- ✓ Informed outreach

Enable Your Reps

Traditional Sales

- ✓ Blind outreach
- ✓ Siloed work
- ✓ Multiple tools with manual data entry
- ✓ No prioritization
- ✓ Number of leads

Frictionless Sales

- ✓ Informed outreach
- ✓ Team collaboration

Enable Your Reps

Traditional Sales

- ✓ Blind outreach
- ✓ Siloed work
- ✓ Multiple tools with manual data entry
- ✓ No prioritization
- ✓ Number of leads

Frictionless Sales

- ✓ Informed outreach
- ✓ Team collaboration
- ✓ One system with automatic data entry

Enable Your Reps

Traditional Sales

- ✓ Blind outreach
- ✓ Siloed work
- ✓ Multiple tools with manual data entry
- ✓ No prioritization
- ✓ Number of leads

Frictionless Sales

- ✓ Informed outreach
- ✓ Team collaboration
- ✓ One system with automatic data entry
- ✓ Systematic prioritization

Enable Your Reps

Traditional Sales

- ✓ Blind outreach
- ✓ Siloed work
- ✓ Multiple tools with manual data entry
- ✓ No prioritization
- ✓ Number of leads

Frictionless Sales

- ✓ Informed outreach
- ✓ Team collaboration
- ✓ One system with automatic data entry
- ✓ Systematic prioritization
- ✓ Quality of leads

To enable your reps:

To enable your reps:

1. Scrutinize your sales process and tools.

To enable your reps:

1. Scrutinize your sales process and tools.
2. Take a look at your sales team's day.

To enable your reps:

1. Scrutinize your sales process and tools.
2. Take a look at your sales team's day.
3. Find places to automate.

Key metrics for enabling:

Key metrics for enabling:

- Time to complete key tasks

Key metrics for enabling:

- Time to complete key tasks
- Time spent connecting with customers and making sales

Key metrics for enabling:

- Time to complete key tasks
- Time spent connecting with customers and making sales
- Quota attainment

FRICTIONLESS SELLING FRAMEWORK

ENABLE

your team to
spend more
time selling.



ALIGN

your team
with your
target buyer.



TRANSFORM

your team
through a culture
of learning.

Align With Your Buyer

Traditional Sales

Align With Your Buyer

Traditional Sales



9-5 availability

Align With Your Buyer

Traditional Sales

-  9-5 availability
-  7 emails to schedule each meeting

Align With Your Buyer

Traditional Sales

- ✓ 9-5 availability
- ✓ 7 emails to schedule each meeting
- ✓ Hostile negotiations

Align With Your Buyer

Traditional Sales

- ✓ 9-5 availability
- ✓ 7 emails to schedule each meeting
- ✓ Hostile negotiations
- ✓ Heavy up-front commitments

Align With Your Buyer

Traditional Sales

- ✓ 9-5 availability
- ✓ 7 emails to schedule each meeting
- ✓ Hostile negotiations
- ✓ Heavy up-front commitments
- ✓ Rigid sales process

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Frictionless Sales

Align With Your Buyer

Traditional Sales

- ✓ 9-5 availability
- ✓ 7 emails to schedule each meeting
- ✓ Hostile negotiations
- ✓ Heavy up-front commitments
- ✓ Rigid sales process

Frictionless Sales

- ✓ On-demand

Align With Your Buyer

Traditional Sales

- ✓ 9-5 availability
- ✓ 7 emails to schedule each meeting
- ✓ Hostile negotiations
- ✓ Heavy up-front commitments
- ✓ Rigid sales process

Frictionless Sales

- ✓ On-demand
- ✓ Simple meeting experience

Align With Your Buyer

Traditional Sales

- ✓ 9-5 availability
- ✓ 7 emails to schedule each meeting
- ✓ Hostile negotiations
- ✓ Heavy up-front commitments
- ✓ Rigid sales process

Frictionless Sales

- ✓ On-demand
- ✓ Simple meeting experience
- ✓ Transparent pricing and discounts

Align With Your Buyer

Traditional Sales

- ✓ 9-5 availability
- ✓ 7 emails to schedule each meeting
- ✓ Hostile negotiations
- ✓ Heavy up-front commitments
- ✓ Rigid sales process

Frictionless Sales

- ✓ On-demand
- ✓ Simple meeting experience
- ✓ Transparent pricing and discounts
- ✓ Easy to buy, easy to cancel

Align With Your Buyer

Traditional Sales

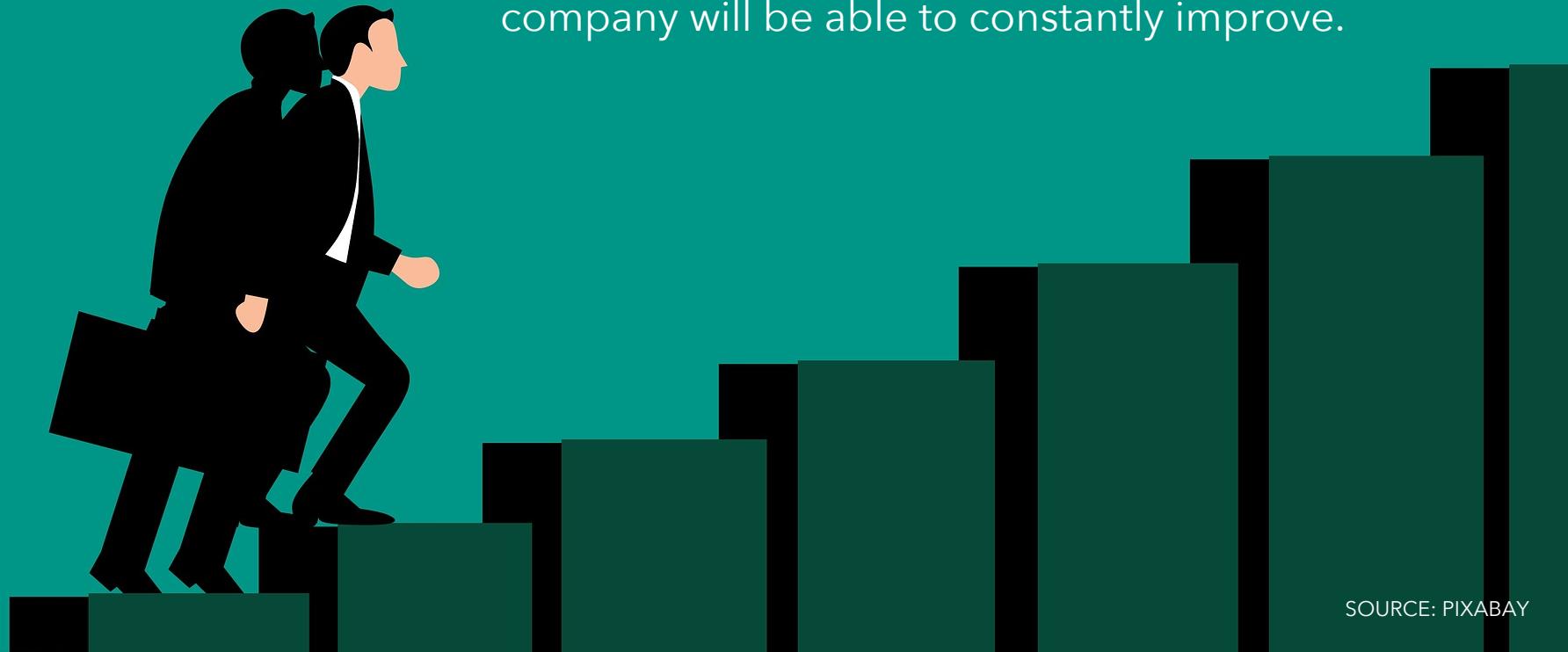
- ✓ 9-5 availability
- ✓ 7 emails to schedule each meeting
- ✓ Hostile negotiations
- ✓ Heavy up-front commitments
- ✓ Rigid sales process

Frictionless Sales

- ✓ On-demand
- ✓ Simple meeting experience
- ✓ Transparent pricing and discounts
- ✓ Easy to buy, easy to cancel
- ✓ Buyer-driven process

This is an ideal that perhaps no company will ever fully reach,

By chasing this ideal that your company will be able to constantly improve.





Anytime you think you've nailed down your sales process, something out in the world will change and mess it up.

The important thing is to
take ownership over the
customer experience,
make it a priority, and
constantly course correct.

Key metrics for aligning:

- Close rates
- Time to close
- Customer satisfaction (Net Promoter Score, Customer Effort Score, or similar)

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TRANSFORM

your team
through a culture
of learning.

Transform Your Team

Traditional Sales

Transform Your Team

Traditional Sales



Inconsistent performance

Transform Your Team

Traditional Sales

-  Inconsistent performance
-  Spreadsheets

Transform Your Team

Traditional Sales

- ✓ Inconsistent performance
- ✓ Spreadsheets
- ✓ Managers primarily focused on reporting

Transform Your Team

Traditional Sales

- ✓ Inconsistent performance
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- ✓ No help for new or struggling reps

Transform Your Team

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Transform Your Team

Traditional Sales

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Frictionless Sales

Transform Your Team

Traditional Sales

- ✓ Inconsistent performance
- ✓ Spreadsheets
- ✓ Managers primarily focused on reporting
- ✓ No help for new or struggling reps
- ✓ Sell 'em and forget 'em

Frictionless Sales

- ✓ Consistent performance

Transform Your Team

Traditional Sales

- ✓ Inconsistent performance
- ✓ Spreadsheets
- ✓ Managers primarily focused on reporting
- ✓ No help for new or struggling reps
- ✓ Sell 'em and forget 'em

Frictionless Sales

- ✓ Consistent performance
- ✓ Real-time data

Transform Your Team

Traditional Sales

- ✓ Inconsistent performance
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Frictionless Sales

- ✓ Consistent performance
- ✓ Real-time data
- ✓ Managers primarily focused on coaching

Transform Your Team

Traditional Sales

- ✓ Inconsistent performance
- ✓ Spreadsheets
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Frictionless Sales

- ✓ Consistent performance
- ✓ Real-time data
- ✓ Managers primarily focused on coaching
- ✓ Playbooks and training

Transform Your Team

Traditional Sales

- ✓ Inconsistent performance
- ✓ Spreadsheets
- ✓ Managers primarily focused on reporting
- ✓ No help for new or struggling reps
- ✓ Sell 'em and forget 'em

Frictionless Sales

- ✓ Consistent performance
- ✓ Real-time data
- ✓ Managers primarily focused on coaching
- ✓ Playbooks and training
- ✓ Sales accountable for customer success

To transform your team:

1. Find an easy way for your sales team to see and access the data.

To transform your team:

1. Find an easy way for your sales team to see and access the data.
2. Develop an army of experts.

To transform your team:

1. Find an easy way for your sales team to see and access the data.
2. Develop an army of experts.
3. Work to embed coaching into your operating system.

Key metrics for transforming:

- Customer retention

Key metrics for transforming:

- Customer retention
- Rep productivity

Key metrics for transforming:

- Customer retention
- Rep productivity
- Employee happiness

The three phases of frictionless selling are a **progression** your team will need to work through.