Selling in Digital

This lesson will start your journey by helping you explain the digital marketing landscape to your clients.  
  
When your clients understand how digital has changed today’s marketing practices, they’ll be more willing to listen to your recommendations.  
  
It’s about **building trust and telling a compelling story**.

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Telling the story of digital

Digital is different, and it’s changing the way consumers think about purchasing.  
  
This might not be news to you, but your **clients and prospects are not always aware of recent trends in digital marketing** or how digital can help their businesses.  
  
In this section, you’ll explore a compelling way to talk about digital so you can get clients on board with this major shift.

The changing path to purchase

It’s no understatement that the recent explosion of digital has changed our lives. Spending a little time on our phones before going to sleep is a nightly ritual, and the beeping or buzzing of those phones wakes us up in the morning.  
  
Our devices are portals to the connected world, and they’re always less than an arm’s length away. So of course, **digital has shaped the path to purchase** for today’s consumer as well. Let’s take a look.

Pre-digital’s path to purchase

Let’s travel back in time for a moment.

**Click the arrows to explore what a consumer’s typical path to purchase looked like in the days before digital.**

Meet Past Jen. She’s watching a cable sitcom on her average-sized TV when she sees a commercial for a newer, bigger TV. She’s got to check one out.

Past Jen hops in her car, drives to her local electronics store, and finds the jumbo TV. A salesperson explains all the features to her without pausing to take a breath.

After buying the TV and rushing home, Past Jen sets it all up and basks in the staticky glow of her gigantic new screen. She talks it up to all her friends, who in turn become curious to check the new model out themselves.

Today’s path to purchase

Fast forward to today’s digital world and that same scene looks pretty different.

**Click the arrows to explore what has changed.**

Present-day Jen is streaming her favorite show from her laptop to her TV. The show cuts to a commercial break with eight 30-second ads. One ad for an HD smart TV catches her eye.

Present-day Jen pulls out her phone to browse similar TV models while the rest of the ads wrap up. She skims electronics sites and customer reviews.

After finding a well-rated TV and tracking the best price, Present-day Jen orders her TV, which arrives in three days. She sets it up, tries out streaming and playing games on it, and after a couple months she writes her own review.

Old vs. new paths

Today’s **consumers have more information at their fingertips than ever before**. Your mobile devices give you instant access to customer reviews, videos, price comparisons – everything you could want to research a product.  
  
There’s no need anymore to drive to the store and depend on a salesperson for the information we need to make a buying decision.  
  
There are many stimuli around to spur your interest in products. These micro-moments move you along the convoluted, mobile-dominated path to purchase.

Non-linear micro-moments

The micro-moments that pique a customer’s interest happen in bursts, usually during short moments of time – an elevator ride, waiting for subway, standing in line for coffee. They can be sequential, but more often are non-linear.  
  
**Click the gray boxes to see examples.**

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I-Want-to-Know Moments

I-Want-to-Go Moments

I-Want-to-Do Moments

I-Want-to-Buy Moments

Ecosystem of touchpoints

As you saw, there are many kinds of micro-moments a consumer can experience. There are also tons of different kinds of touchpoints that can create these micro-moments. Your agency likely works with some of the examples below, all of which fit into a larger ecosystem.

**Toggle the categories below to see how these touchpoints relate to the digital realm.**

Pure digital

Can have digital components

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Advertorials | Loyalty | Local | Call Center | Search | E-Marketplace | Blog |
| Mobile | Apps | Direct Mail | Push Notifications | Gaming Consoles | Video | Outdoor |
| Press Releases | Sponsorship | Door-to-Door | Signage | POS/in-store | Websites | Contests |
| Kiosks | Events | Aggregators | Display | Television | Print | Radio |
| Remarketing | Product Listing Ads | Email | Marketing Automation | Social | Product Placements | Infographics |
| Influencers | Presentations | Affiliates | Content Marketing | Display | PR | Sporting Events |

Digital touchpoints in context

The path to purchase varies by size of business, industry sector, and location. Both you and your clients benefit from seeing how customers interact with digital touchpoints on the path to purchase. Let’s say your client is a bookseller interested in reaching customers in the U.S.

**Click on the Small, Medium and Large buttons below to see how size affects how consumers within the U.S. use digital channels.**

Small

Medium

Large

Knowing the touchpoints in your client's market will help you position digital to them.  
  
At the end of the lesson, you'll find a link to the complete version of this tool. You can use it to explore how your client's size of business, industry sector, and location influence their digital touchpoints.

Adding value to your organization

In addition to convincing your clients to embrace digital, **you may need to convert people within your agency as well**.  
  
It may help them to know that your clients *will* ask for the next big thing in digital, but they likely won’t know much about it and could feel overwhelmed. You can provide value by guiding the client to relevant solutions and executing on digital strategies.  
  
At the end of this lesson, we’ll give you two more resources from Google that can help you tell a compelling story to your clients and internal stakeholders

Building trust over time

By **expanding your offerings and successfully demonstrating their effectiveness** to your clients, you can establish yourself as a

Trusted Digital Advisor

to your clients.  
  
Take a moment to think about your current clients. Which of them view you as a trusted digital advisor? These clients might be ready for a more robust digital strategy, which we’ll explore in Lessons 2 and 3.  
  
If your clients don't view you in this way, there's a lot you can do to re-position your relationship with them. We'll show you how to do that in Lesson 5.

Main takeaways

* The digital marketing landscape and path to purchase are changing now, as customers are exposed to many stimuli and have instant access to research info.
* You need to demonstrate you’re on top of trends and can guide your customer as a trusted digital advisor.
* You may also need to convince people within your own agency, so you have their buy-in and can work on expanding your offerings.

[Think with Google site](https://www.thinkwithgoogle.com/)[Google Trends site](https://www.google.com/trends/)[The Customer Journey to Online Purchase tool](https://www.thinkwithgoogle.com/tools/customer-journey-to-online-purchase.html#!/the-us/arts-and-entertainment/large/generic-paid-search)

Prospecting

Once you have a clear idea of how to talk about digital with your clients, make sure you have clients to talk to. You need a **plan** for how you’ll connect with business prospects.  
  
A good plan starts with good prospecting habits.  
  
**In this lesson, you'll learn about the prospecting methods used by the most successful Google representatives.**

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Prospecting

There are many ways to warm up for a race. You might do jumping jacks or jog in place for a few minutes.  
  
Similarly, there are many different ways to prospect.  
  
As you explore the methods in this lesson, remember that they’re only suggestions. You’ll need to find what works for you.

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Best practices for prospecting

Let’s explore the 10 ways that the best Google representatives set themselves up for success.

Tip #1: Prospect every day

Top reps spend some time every day setting meetings for potential new business.  
  
For a salesperson, prospecting is like weightlifting for an Olympic sprinter. He gets medals and attention from winning races, but without that time in the gym, his performance would suffer.  
  
Make prospecting part of your daily sales fitness routine.

Tip #2: Be and sound confident

People buy from confident people.  
  
Keeping a full pipeline will help you feel confident, but also make sure you sound confident, especially in the phrasing you use.

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“Based on your business and new offerings at Google, I suggest that we get together next week toTip #3: Sell meetings, not products

“I know a lot of your patrons are business travelers. Well, Google lets you target customers based on the types of places they visit and uses demographic information based on their location.”

“That sounds complicated. Can you send me a link to an article or something so I can read it later?”

Avoid talking too much about your products and services. Impress your prospect with **insight**, not obscure terminology and industry lingo.  
  
Prospecting is successful when your contact agrees to a short meeting. During the meeting, you can learn more about them and gain more of their trust.

Tip #4: Focus on them

“I’m calling with some new ideas from Google that can help your business.”

“I don’t have a lot of time right now.”

Your prospects want to hear about how you can solve their business problems. The quicker you get to the point, the better!  
  
Practice explaining your services in a way that quickly gets to the benefits. Some people call this type of positioning statement a **“hook.”**  
  
The hook shown here isn’t very effective. Before we continue with your list of best practices, let’s try to improve it.

Tip #4: Focus on them

"I called to tell you about some new ideas that might help you grow your sales. We just finished a campaign with another local retailer. We advertised to a hyper-local group of their customers. Our solution doubled the client’s average sale."

"Can we set up a meeting? I need to hear more about this."

Great! You improved this hook simply by incorporating these four small components:

* Evidence of success
* Proof of relevance
* Why it works
* Benefit to them

Now, continue to explore the remaining best practices.

Tip #5: Have your voicemail ready

“Hello, this is Andre Beagle from Blink Advertising. There’s a new option through Google that I think would be worth examining for your online quadcopter store. One of our clients saw a 14% increase in traffic to their website during the campaign. I suggest we get together to look through some ideas. I’m available Thursday and Friday this week. Call me back if you can!”

Imagine you’ve made a call, but your contact doesn’t pick up. Should you get frustrated? Not at all! You can still connect in a meaningful way with a customized voicemail that’s **short and relevant**. (This is a good time to put your “hook” to use.)  
  
Even if they don’t call you back, your message might get them closer to saying “yes” to a meeting the next time you call.

Tip #6: Use voicemail and email together

“Hello, this is Andre Beagle from Blink Advertising. There’s a new option through Google that I think would be worth examining for your online quadcopter store. One of our clients saw a 14% increase in traffic to their website during the campaign. I suggest we get together to look through some ideas. I’m available Thursday and Friday this week. **I’ll send you an email, too.**”

While you don’t want to pester your prospects with dozens of messages, sending a single email in addition to your voicemail can make it easier for clients to get back to you.  
  
**Click the email icon below to view the email that went with this voicemail**

Tip #7: Ask for referrals

Many representatives get the majority of their new leads from referrals. Yet there aren’t that many representatives who spend a meaningful amount of time seeking referrals from their happy clients.  
  
**Referrals** are often the most pre-qualified leads you get, and the most likely to buy.  
  
We’ll examine how to ask for referrals in a later lesson.

Tip #8: Keep score

Usually, the first step in improving something is to start measuring it.  
  
The best Google representatives track their numbers so they can keep themselves accountable to their goals. They typically track a variety of metrics such as dials, contacts, leads, and more.

Tip #9: Make it fun

If you’re prospecting every day like you should be, it might start feeling a bit repetitive. Plus, it’s hard work. The best sales representatives find ways to keep it interesting and to reward themselves for putting in the time.  
  
**Get creative! Here are some ideas to get you started.**  
  
Do you love coffee? Don’t get that latte until you set your first appointment.  
  
Make it a friendly competition. The person with the most contacts before lunch gets a free lunch, paid for by the rest of the sales team.

Tip #10: Be enthusiastic

Rarely will prospects be as excited about a product or service as you are. After all, if they knew what you could do for them, they would have called you!  
  
Don’t hesitate to let your enthusiasm show in the little details: The tone of your voice, how quickly you speak, what words you use.

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Networking

During prospecting, you reach out to your contacts in order to set meetings and generate sales.  
  
Networking has a different focus. It’s about meeting people and acquiring contacts. Most representatives know how important networking events are, but these events can also be stressful.  
  
**In this lesson, you'll learn how to plan effectively so you can get the most out of your networking opportunities.**

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A common mistake in networking is relying too much on the information you get at the event itself.   
  
Nametags and attendee lists only provide a tiny bit of information about the people in the room. They don’t tell you anything about their business goals, their marketing needs, or their target consumers.   
  
For sales, that’s exactly the information you need!

Plan for successful events

If you don’t prepare for the event ahead of time, many of your conversations will start the same way, and trail off before you really connect with the person you’re talking to.   
  
Let’s see how a little bit of planning can transform this awkward exchange into a potential lead.

Be ready with answers to common questions

You know that during the event, someone is going to ask you something like “How are you?” or “What do you do?”  
  
Instead of giving a generic answer, tell them what you’ve been doing. Try to do so in a concise way that will interest them and

advance the conversation.

Do some research

If you can get a list of attendees in advance, spend some time reading their LinkedIn profiles and checking their company websites. Don’t stalk them. All you need is enough information to guide the first sentences of your conversation.

Have questions prepared

Prepare a few business questions that you can use to get conversations started. “What are you working on right now?” or “How did you get involved in that business?” are two examples.   
  
People do more business with people they like, so it’s also a good idea to quickly find common ground with your new contacts. Have a couple personal questions ready, like “Are you from this area?” and “Do you travel often?”

More networking tips

Networking can help you acquire more contacts and build your business. Like other aspects of sales, you’ll be more successful if you come prepared to networking events and **have a plan** for making those contacts.   
  
Here are three additional tips for better networking:

* Eat before the event so you can pay more attention to the conversations you have
* Resist the urge to linger with people you already know
* Schedule time to follow up with the people you met

Main takeaways

* Like most activities, success in networking is about preparation. Be ready with your answers to common questions.
* Research the people who will be at the networking event. Prepare questions for them.
* Don’t let business cards disappear into a dusty drawer! Follow up promptly after the event. Update your CRM tools and reach out to the people you met.