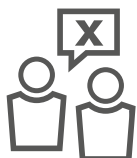


Sales Excellence for a Changed World

What top sales professionals are doing differently in today's world

It is easy to believe that sales is simply sales and that what worked in the past will always work. However, the world has changed dramatically for today's buyer. Today's salespeople need to change too.



OLD-WORLD SALESPERSON

VOLUME OF ACTIVITY

Clients have less time than ever before and are alert to generic, insensitive sales approaches. Engaging with clients in this way will be ignored and damage your reputation.

FOCUSED ONLY ON THE COMPANY

Salespeople have always focused on how their solutions will help the client's company. However, today's clients are far less focused on their company and far more focused on themselves and surviving and thriving in their role.

ALL ABOUT THE PRODUCT

Clients are overwhelmed with new products and solutions. More choice makes it harder for them to make a buying decision. Salespeople who focus on their product or solution are being lost in the noise.

LEAVES CLIENT TO DRIVE ROI

Selling a solution and leaving the client to turn that potential into tangible ROI is too risky and will likely lead to poor results and impact on repeat-business.

RELIES ON CLOSING TRICKS

Closing tricks may get an initial 'yes' from your contact, but they won't convince the wider decision-making group.



NEW-WORLD SALESPERSON

TAILORED ACTIVITY

The strongest salespeople put each individual client first by tailoring their approach. They hypothesise likely challenges and priorities and create reasons for discussion that are urgent and important to the client right now.

FOCUSED ON ROLE FIRST, THEN THE COMPANY

Today's clients value a salesperson's ability to elevate them in their role and help them achieve results. Salespeople who make this central to their conversation will stand-out and succeed.

ALL ABOUT AUDIENCE AND CLIENT BEST-PRACTICE

The only reason a client will choose one solution over another is if it works for the audience. The strongest salespeople right now are those that focus on understanding and teaching about audience behaviour and client best practice.

LEADS CLIENT TO DRIVE ROI

The sales teams who have internal processes built around driving measurable ROI for clients are winning. The strongest salespeople de-risk the decision for the client by creating toolkits that help them achieve the results they need.

HELPS TO NAVIGATE THE DECISION-MAKING PROCESS

The strongest salespeople collaborate with the client to drive change and build consensus throughout their organisation. They focus on taking the lead and making it easy for the decision-making group to say yes.