



How to Support Sales in Today's Market

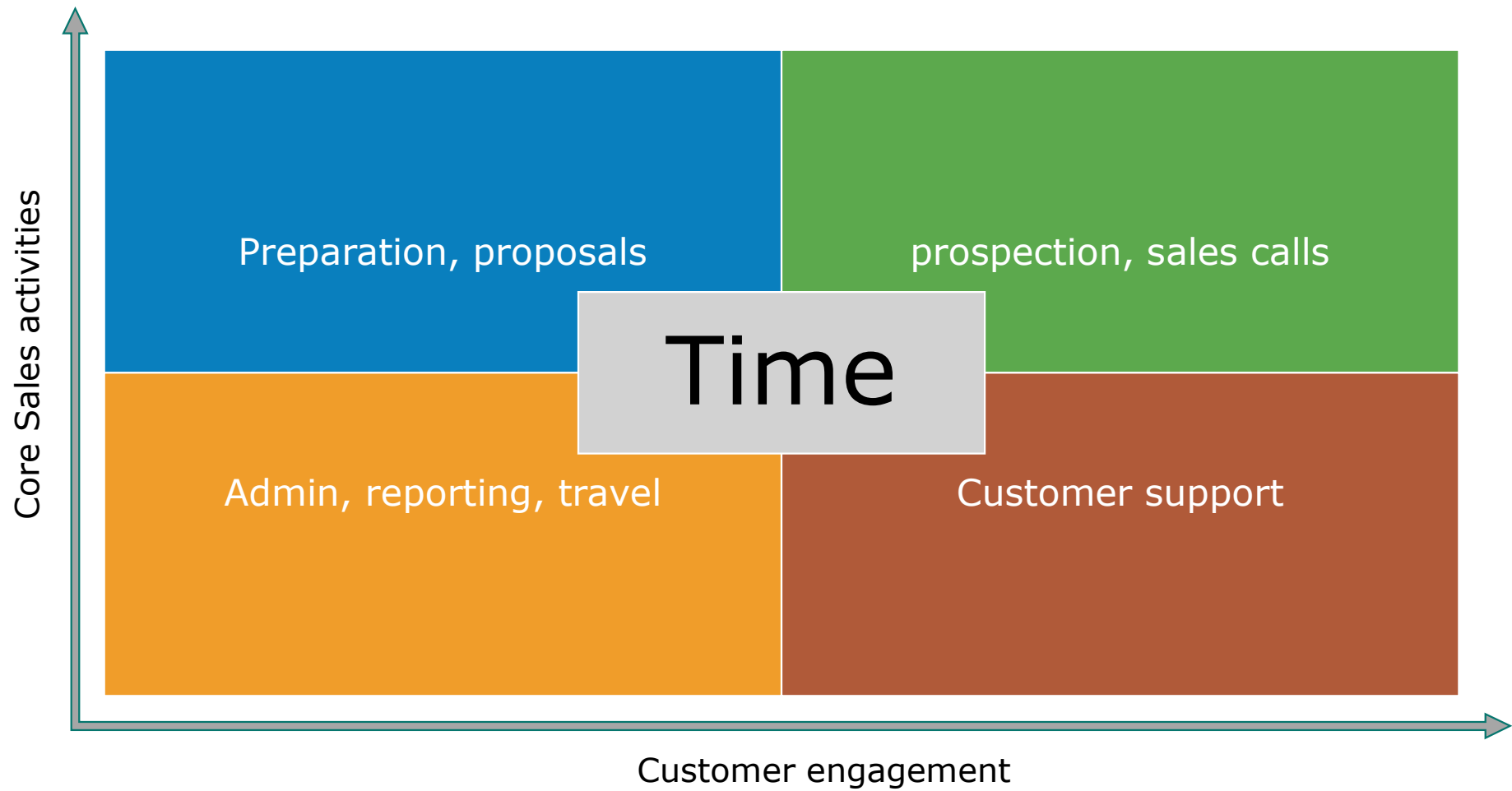
Nicolas Dejeansart
Pascal Persyn



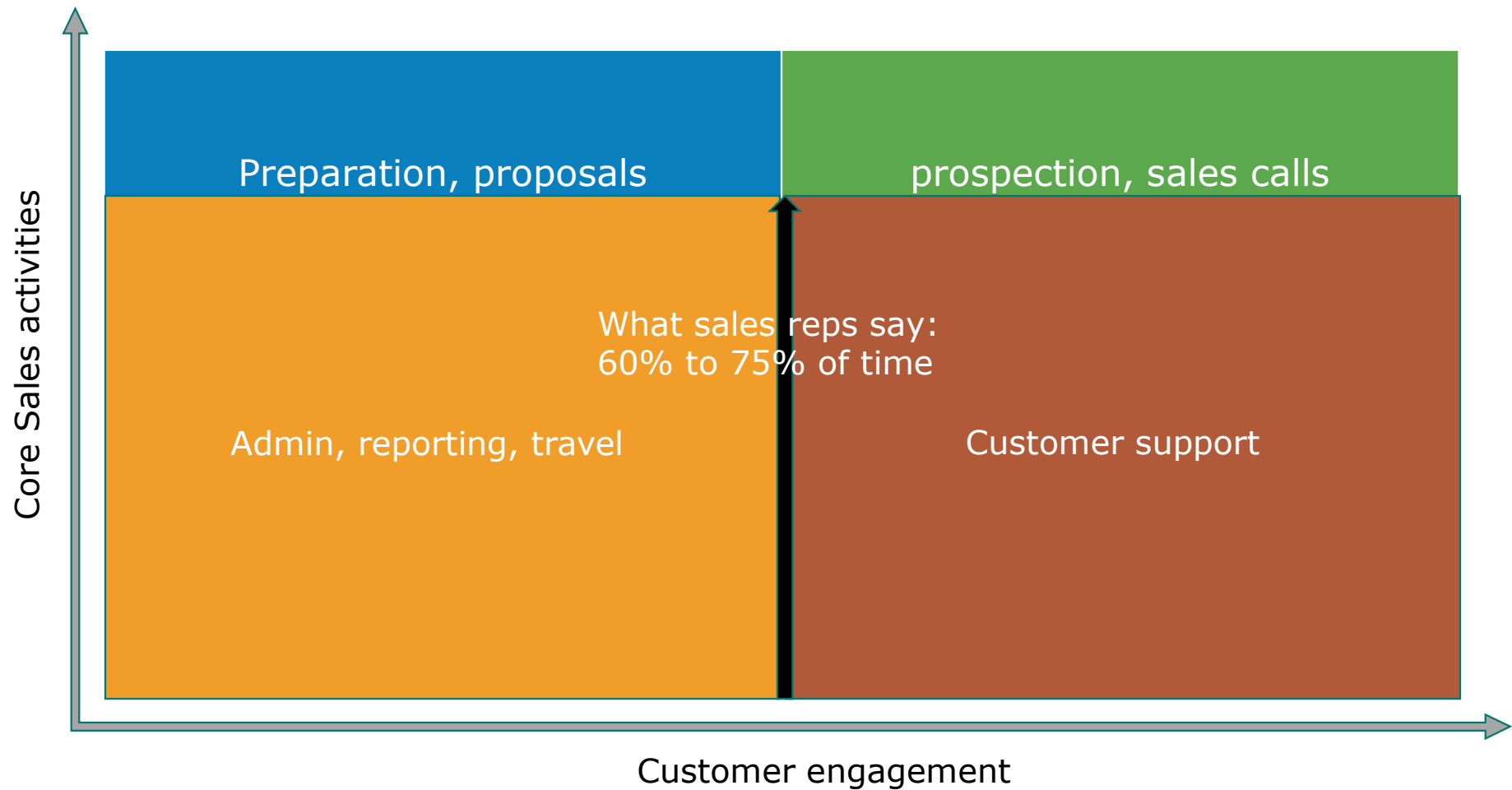


Increase core selling time

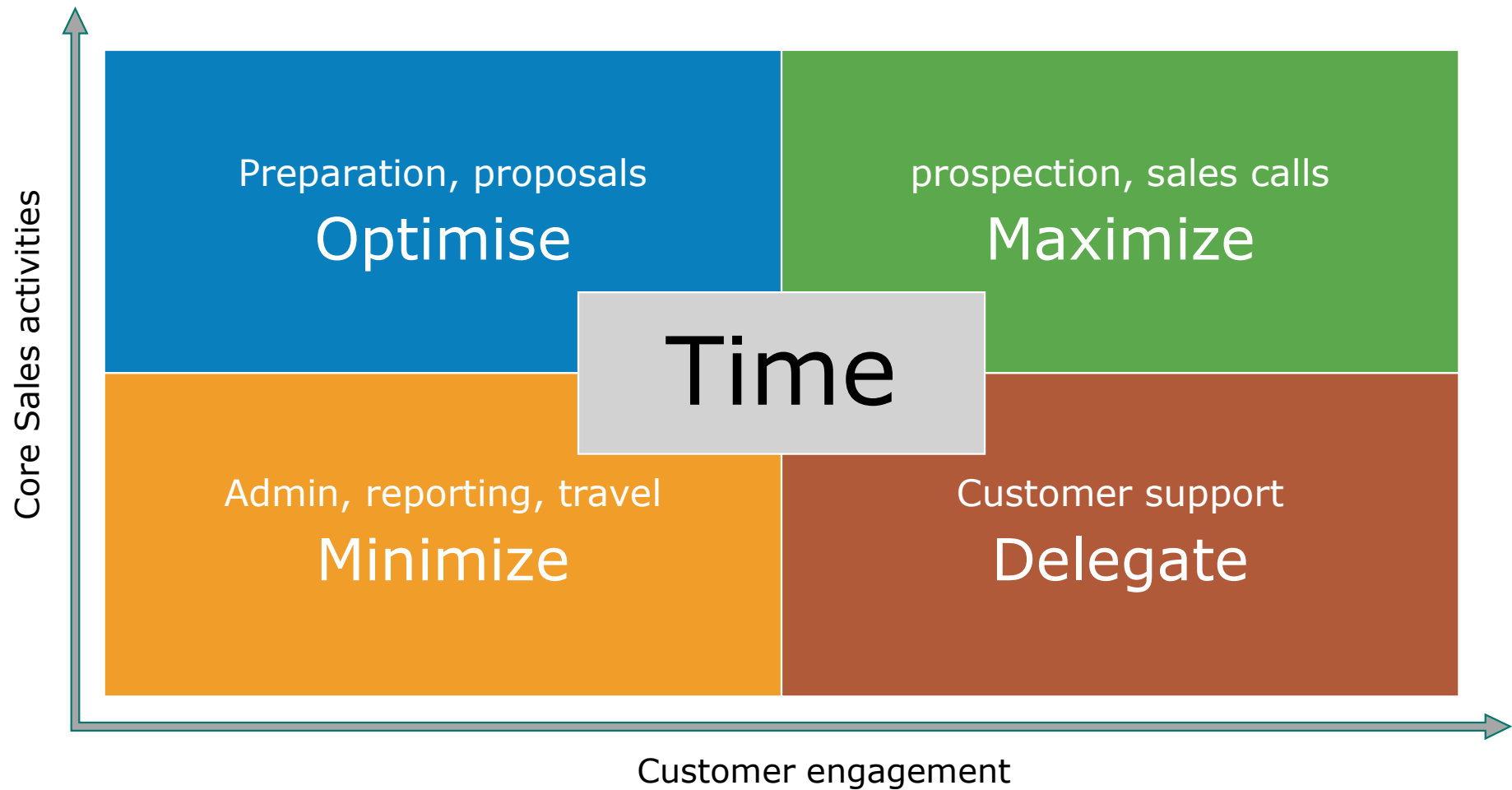
Time distribution



Remove roadblocks



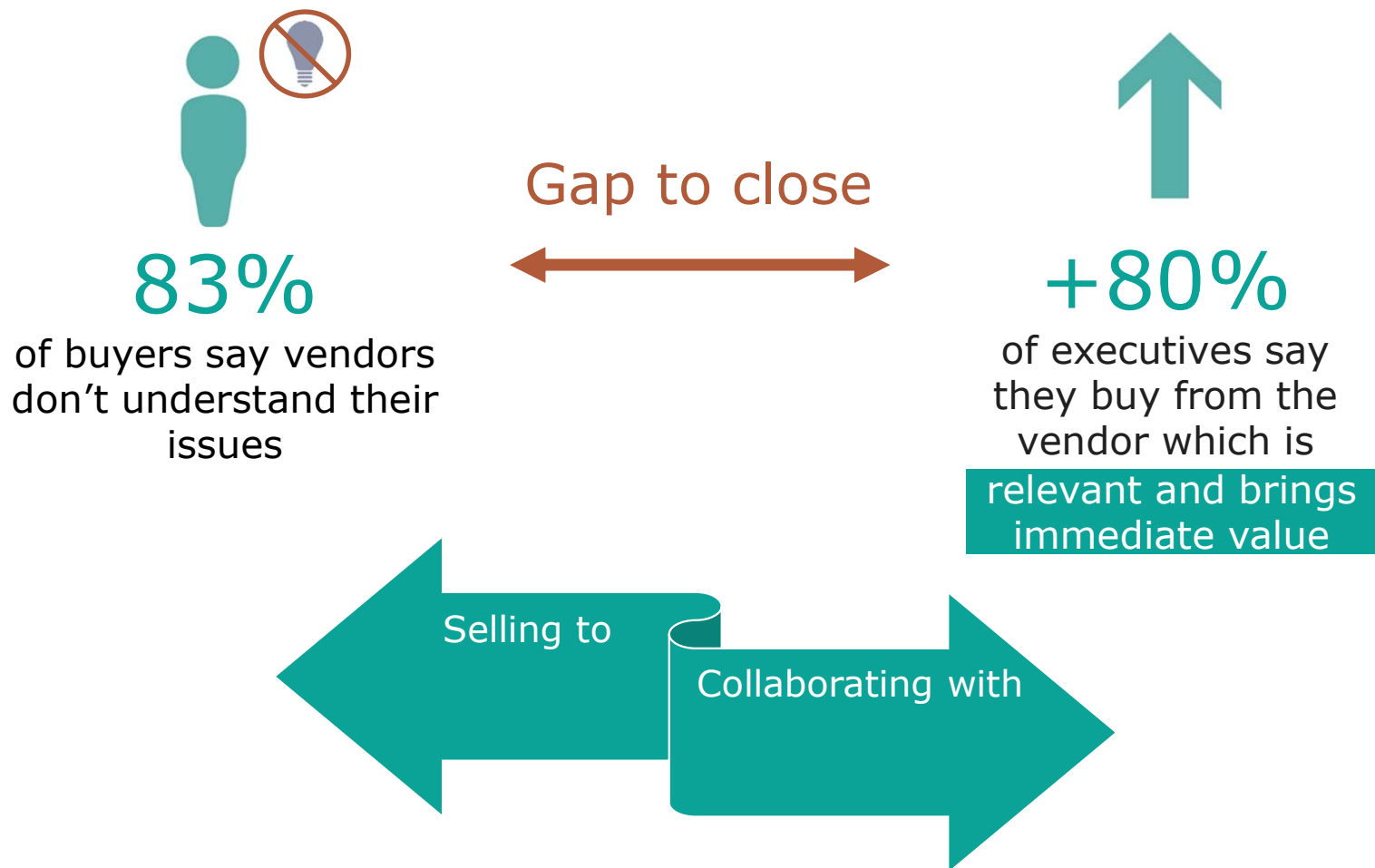
Optimize core selling time





How to support core selling time

What research tells us



What customers think when talking to sales

DON'T

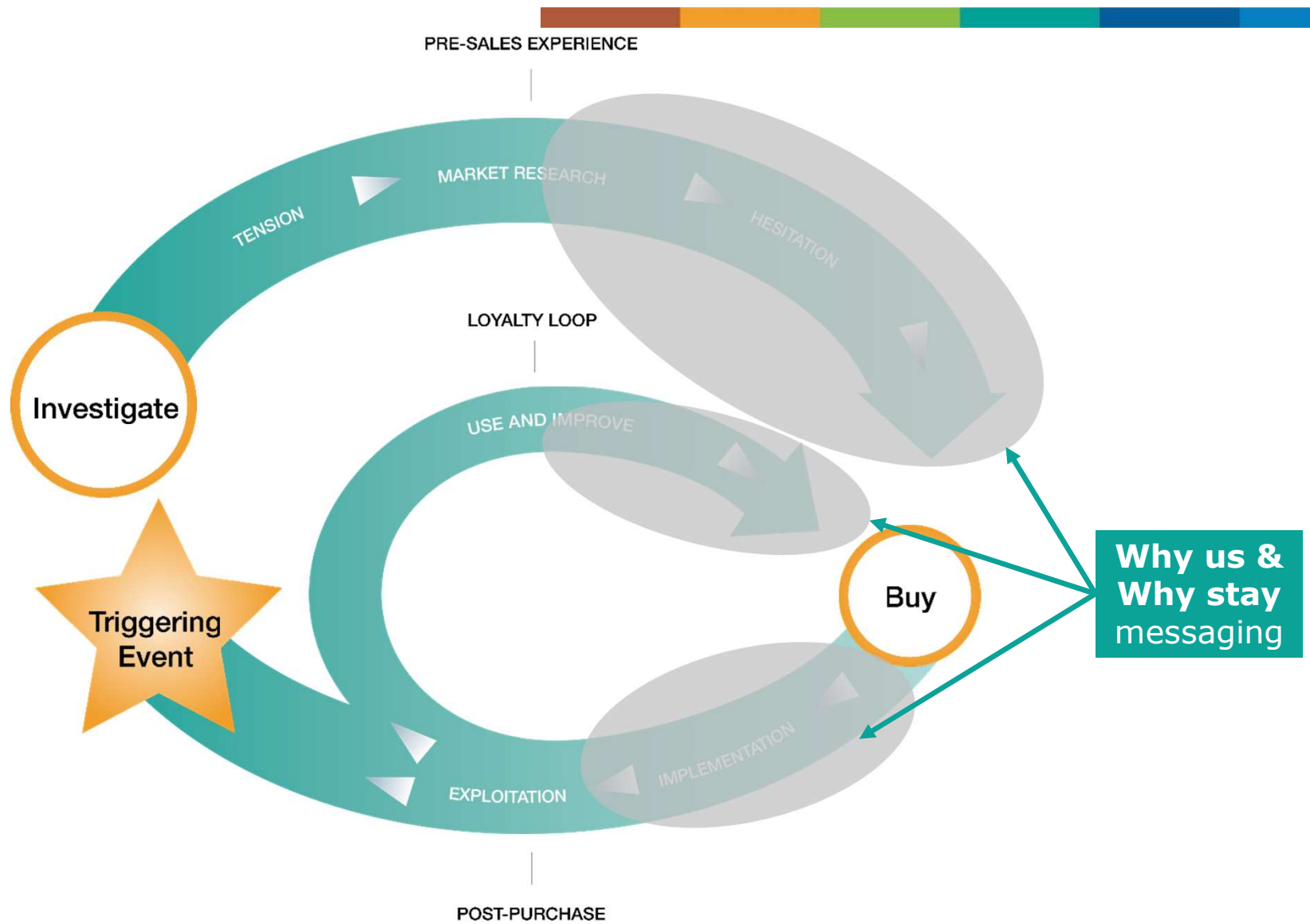
- waste my time
- expect me to tell you about my business
- give me a product dump
- expect me to infer the value

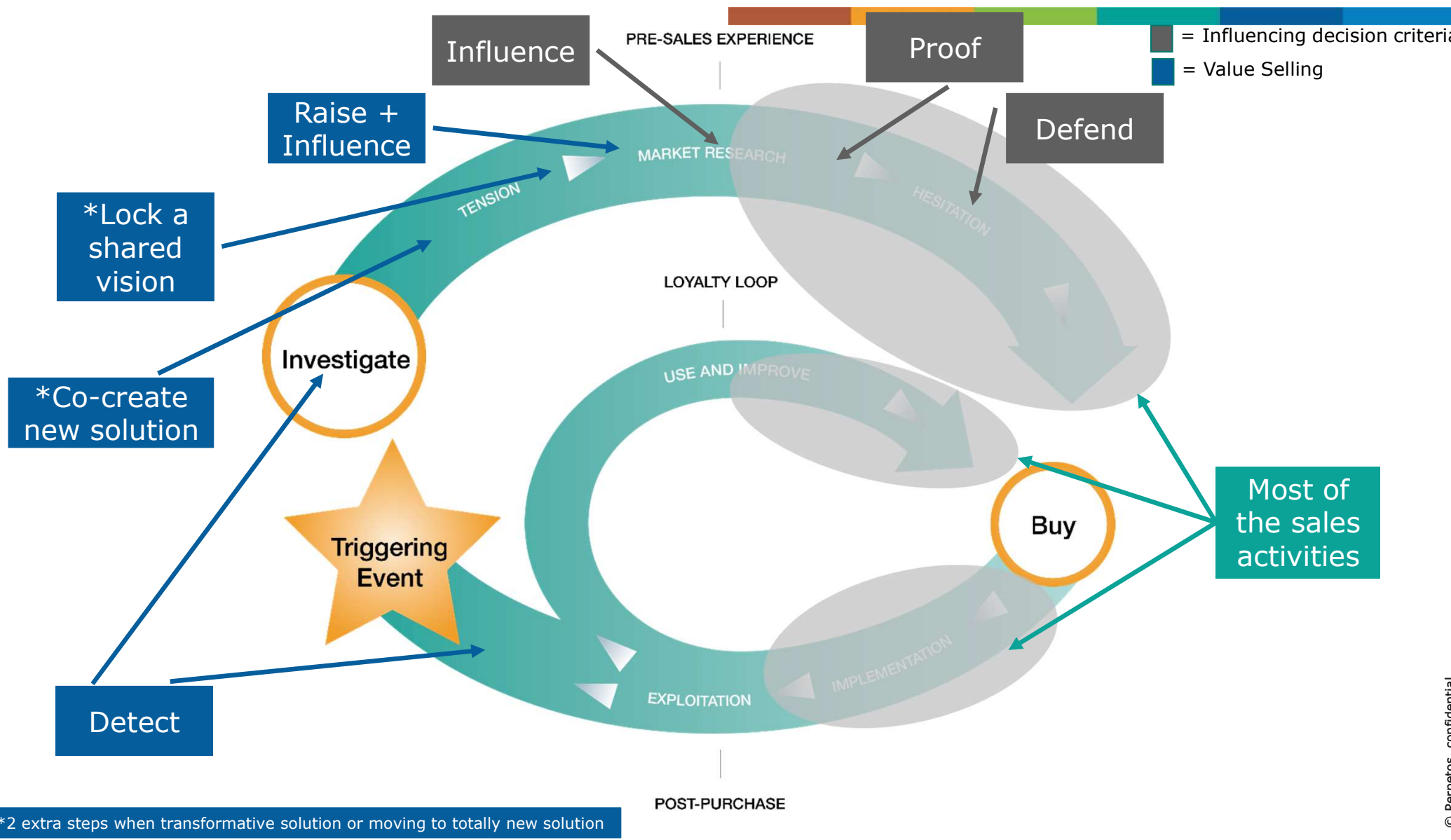
DO

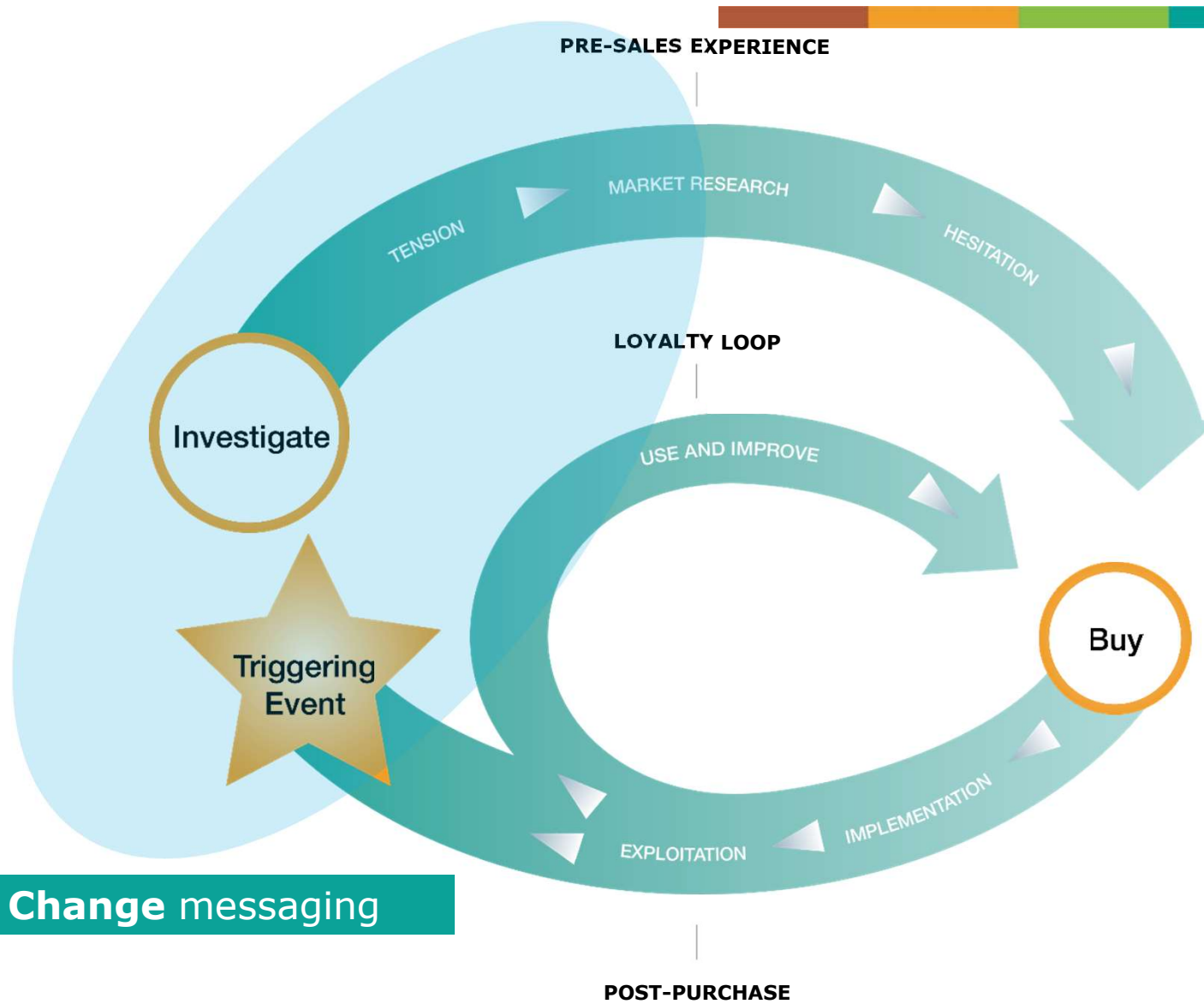
- help me achieve my goals
- bring me ideas on how to make a quantifiable difference
- show me how others are achieving results
- come prepared



Decision-makers believe they know the destination but they have a problem getting there







Why Change messaging



Why change messaging

- ▄▄▄ Ability to discuss current situation and bring new insights
- ▄▄▄ Visualize impact of not having your solution
- ▄▄▄ How to tie it to personal impact of all involved people
- ▄▄▄ Other priorities → can you link them to your offering?
- ▄▄▄ Decrease perceived risk of change

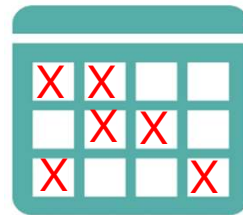


What is research telling us



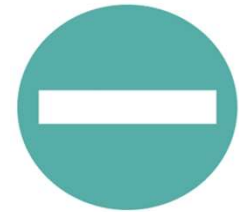
5.8

Average amount
of people
involved in B2B
buying decisions



32%

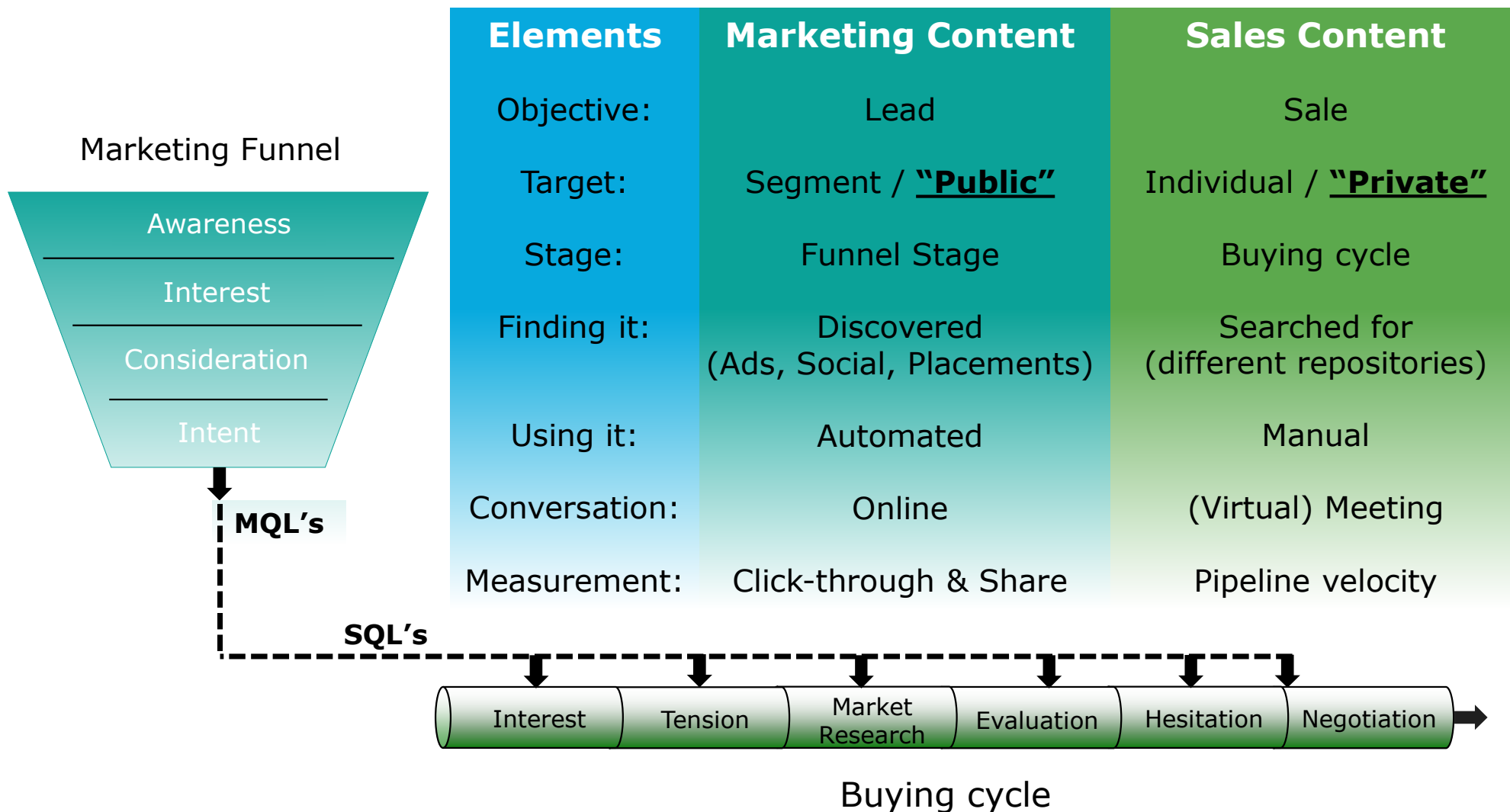
of a sales time is spent
searching for or
creating content



71%

*71% of sales state
inability to close deals
due to a lack of
knowledge*

- Sirius Decisions





What sales needs

Preparation

- What do I need to know?
 - *About the customer*
 - *Link with our solution*
- Who should I talk to and why
- How to
 - *Qualify and break 'status quo'*
 - *What insights to discuss?*
 - *Dealing with customer questions*

Perceived expert



Flash cards

Meeting

- How will I deliver the message?
- How to make it interactive?
- How to challenge the customer?

Engage in insightful conversation and influence on a shared vision



How to sell training

Follow up

- What can I share?
 - Agreed upon next steps
 - Additional information
 - Customer case

Make it stick and actionable



Real life examples
Re-usable marketing content



5 design principles

1. Customers' perspective is key -> facilitate buying

2. Combine emotion, experience and functional

3. Customer input: give sales talking point briefing.
Ask introduction to talk to more involved people

4. Universal for entire segment and documented to
customer roles (buying persona)

5. Keep it simple & use the same terminology the
customers are using (do not interpret)



Conclusion:

- ▮ Increase and protect core selling time
- ▮ Build sales content for why change
- ▮ Make it ready to use
- ▮ Align marketing content to increase engagement



Right mix human – digital touchpoints

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Maximize the wind in your sales.

