

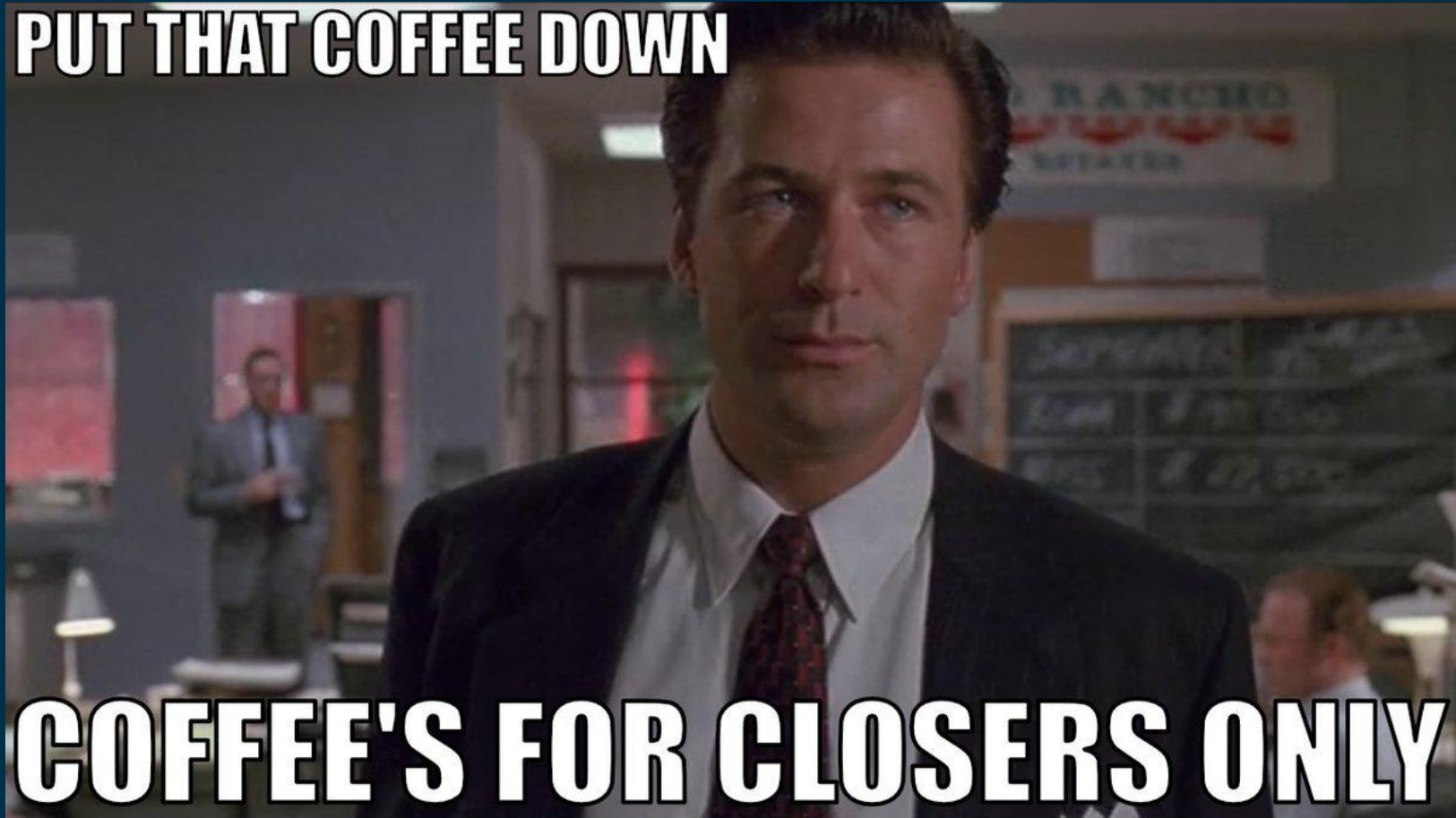
North Bay Marketing Meetup

2019 Sales Landscape
Strategy, Tactics and Technology



PUT THAT COFFEE DOWN

COFFEE'S FOR CLOSERS ONLY



The Sales landscape has changed.

Power Transfer from Seller to Buyer

Internet Enabled Consumers

Selective Consumption (Block Spam, Commercials, Junk Mail, Cold Call)

Online Transactional Purchasing (Convenience, Ease)

Social Proof, Reviews Continue to Gain Influence

Rise of Millennials and Gen Z

Technology Enabled Selling - CRM, Video Conference, Lead Intelligence,

LinkedIn and Social Channels



Organizational Structure

Sales Leadership

Chief Revenue Officer

A CRO covers new business sales, installed client base sales, marketing, and partner strategy. Adding a new CRO to an organization sends the message: “our company wants a growth hacker”

Vice President of Sales

The VP of Sales is responsible for hitting the organization’s sales targets. A large part of this is devising the organization’s sales program, strategy and tactical approach.

Sales Manager

They direct the team's focus, set goals, look at data, motivate, coach, and help create training opportunities. Sales managers work with large profile customers or with customer complaints, analyze budgets, and determine ways to streamline and improve the sales process.

Sales Roles

Hunters
Qualifiers
Closers
Farmers



Sales Development Representative

Hunter - a Cold Calling 2.0 or “outbound” sales rep specialized in generating outbound leads; don’t close deals or qualify inbound leads.

Inbound Sales Representative

Qualifier - a rep that qualifies incoming leads that reach the company via website or phone. They route qualified opportunities to the appropriate salesperson.

Account Executive

Closer - a rep that takes qualified handoffs from SDRs and Inbound Sales Reps and is the primary senior sales person.

Customer Success / Account Manager

Farmer - a rep that manages customer accounts. Focus on retention and upsell.

Lifecycle Stages

Sales Marketing Handoff

Service Level Agreement (SLA)



Subscriber - contacts who do not represent a business opportunity, or for whom we have very little information.

Lead - contacts who could potentially buy, but we do not have information suggesting that they're currently ready.

Marketing Qualified Lead (MQL) - a lead flagged for further evaluation due to behavior and customer profile data that suggests they may be sales ready.

-----Marketing / Sales Handoff-----

Sales Qualified Lead (SQL / SAL) - determined to be sales ready and meets basic qualifications to enter the sales process.

Opportunity - Opportunities are contacts who have become real sales opportunities in your CRM, generally after the initial discovery call, where the Account Executive is able to understand GPCT CI and get a general understanding of potential scope and budget.

Customer - This is everybody's favorite lifecycle stage: an actual, paying customer.

Sales Process

Great sales people are
not born, they are
developed.



Identify: Identify potential buyers who have a goal or challenge you may be able to help with.

Connect: Connect with leads to help them decide if they should prioritize the goal or challenge.

Explore: Explore goals and challenges to assess whether your offering is a good fit.

Advise: Advise on how your offering is uniquely positioned to help them reach their goal or overcome their challenge.

IDENTIFY

Connect

Explore

Advise



Ideal Customer Profile

- Define your target market
- Economic or geographic factors
- Timeframe
- Ideal market segments

Buyer Personas within that profile

A semi-fictional representation of your ideal customer based on real data about demographics, behavior patterns, motivations, and goals.

Examples:

B2B Customer Profile: Mid-size Construction Co
B2B Buyer Persona: Equipment Purchasing Manager

B2C Customer Profile: Homebuyers
B2C Buyer Persona: Young First Time Home Buyers

IDENTIFY

Connect

Explore

Advise



Consider Where Leads are on the Buyers Journey:

Awareness, Consideration, Decision.

Inbound Leads: A person who has visited your website and identified themselves in some way

- Priority
- Use CRM to alert you to Inbound leads
- Contact quickly as possible

Active Buyers: Monitor for “trigger events” such as press releases or social media posts.

Passive Buyers: Lowest priority. Customers that haven't shown interest but fit ideal profile

Gather as Much Info as possible about a prospect during this phase. When you connect you can offer help and resources from the beginning.

Identify

CONNECT

Explore

Advise



Goal of Connect Call: First contact with a lead. Helping a customer fully identify and understand a problem, and whether or not they should prioritize it.

Not a Sales Call.

Do not Jump into a product demo!

Inbound: Holistic, Human, Helpful

Reaching out due to trigger event or common contact.

Offer content or consultation to help the buyer diagnose their situation.

Identify

Connect

EXPLORE

Advise



BANT

Budget

Authority

Need

Timeline

While this is effective for identifying ready-to-buy prospects, it's not that effective in helping prospects understand the value of a differentiated offering.

Identify

Connect

EXPLORE

Advise



Experience: Expert Consultation

CGP

- Challenge
- Goal
- Plan

TCI

- Timeline
- Consequences (Negative)
- Implications (Positive)

BA

- Budget
- Authority

Consequences and Implications

Go business and personal
Have them visualize and extrapolate.

What happens if you hit your goal of 100% growth?

What happens if things stay the same?



Identify

Connect

Explore

ADVISE



Take the roll of an Expert Advisor guiding them to an optimal solution.

You're not trying to sell, you're trying to help them buy.

Recap previous conversations, and address any remaining concerns.

They don't need generic info at this point, they can find that on your website.

Customize the presentation for each client focusing on their specific goals and challenges.

Show them a clear path forward from where they are, to where they want to be, and how your unique offering can take them there.

CRM Software

HubSpot vs SalesForce



SalesForce

The #1 sales software in the world.

Super customizable, but very complex

Requires an expert SF Admin

Very expensive - Pro Plan is \$150 / user / month

Best for large orgs with more complex requirements, large sales team, custom sales process flow and custom reporting.

HubSpot

#1 - It's 100% Free

#2 - Extremely user friendly CRM

Can upgrade to paid sales pro tools

Has marketing and customer service modules with free, starter (\$50) and pro (\$800) versions.

Best for solos, small, mid-sized businesses.

Sales Tech Stack



CRM



Find People and Connect



Send Personalized Email at Scale

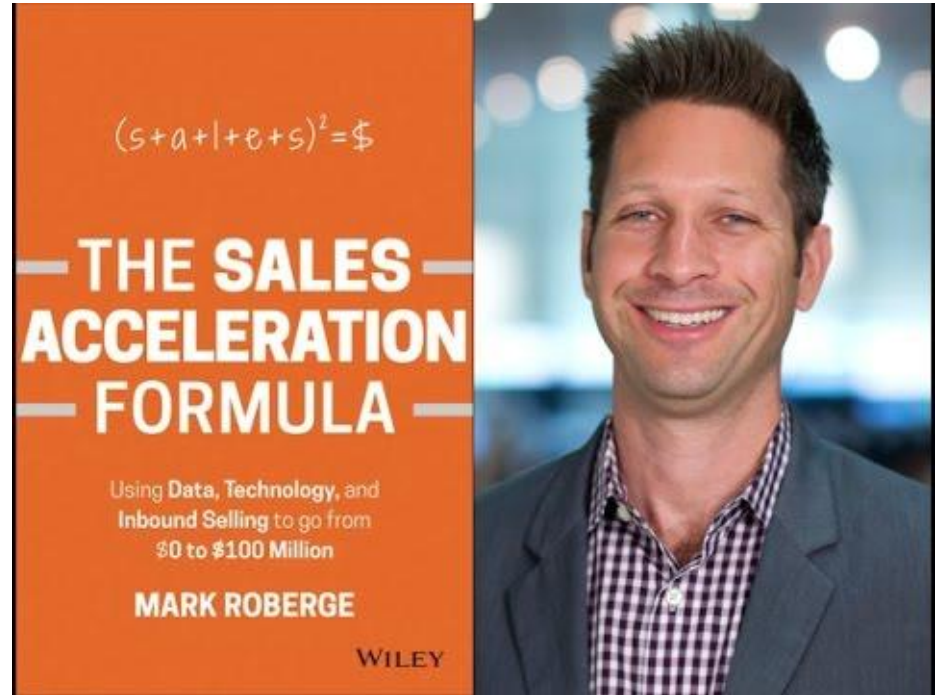
Key Points

The Sales Hiring Formula

The Sales Training Formula

The Sales Management Formula

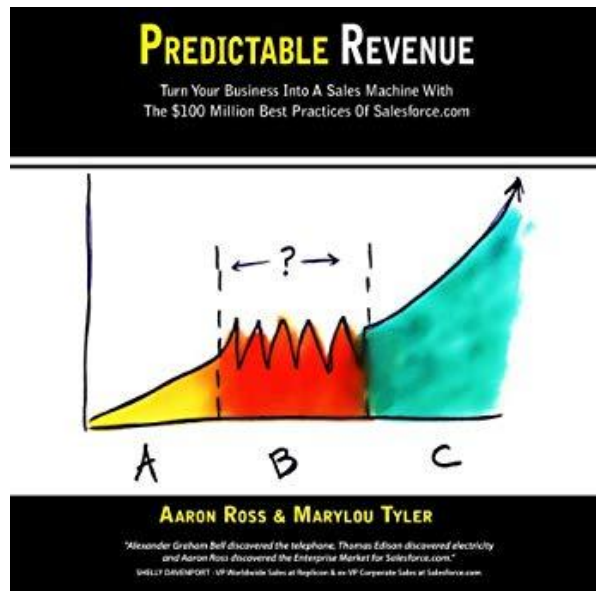
The Demand Generation Formula



Key Points

Cold Calling 2.0

1. Ideal Customer Profile
2. Build Your List
3. Outbound Email Campaigns
4. Sell the Dream
5. Pass the Baton



Cold Calling 2.0: Prospecting into cold accounts to generate new business without using “cold calls” -- most predictable and controllable source of new pipeline.

MATTHEW DIXON and BRENT ADAMSON
of CEB



The CHALLENGER SALE

Taking Control of the Customer Conversation

"The most important advance in selling for many years."
—Neil Rackham, author of *SPIN Selling*

The “Challenger Approach” to sales most correlated with actual sales performance among high performers.

- 40% of high sales performers use a Challenger style
- High performers are 2x likely to use a Challenger approach
- 50% of all star performers fit the challenger profile
- Only 7% of top performers took a relationship-building approach – the worst performing profile.

The Hard Worker

- Doesn't give up easily
- Self-motivated
- Interested in feedback / personal development

The Lone Wolf

- Follows own instincts
- Self-assured
- Deliver results but difficult to manage

The Relationship Builder

- Classic consultative rep
- Builds advocates internally
- Creates relationships with prospects

The Challenger

- Different view of the world
- Loves to debate / pushes customer
- Strong understanding of customer's business

The Problem Solver

- Highly detail-oriented
- Reliable responds to stakeholders
- Ensures all problems are solved



HubSpot Academy

CERTIFICATION

Track

Inbound Sales

Lessons: 5 | Total video length: 2h 10m

The Inbound Sales Certification course covers the basics of an inbound approach to sales. This course is for individual sales reps who are looking for actionable tips...

Sales

Explore this track

● ● ● ● ●

Lesson 1

Inbound Sales Fundamentals

18 minutes

Apply inbound thinking to the world of sales

View Lesson

● ● ● ● ●

Lesson 2

Prioritizing Active Buyers Over Passive Buyers

29 minutes

Identify the potential buyers you should be working with

View Lesson

Track

Sales Manager Training: Strategies for Developing a Successful Moder...

Lessons: 7 | Total video length: 2h 59m

Learn how to define your target market, create a scalable sales process, and build training, coaching, hiring, and onboarding programs to help your sales team grow better.

Sales

● ● ● ● ●

Lesson 1

Using Jobs to Be Done in Sales Enablement

30 minutes

Learn how to use the Jobs to Be Done framework to gain a deeper...

View Lesson

● ● ● ● ●

Lesson 2

How to Map an hour

Learn how to create centric sales pro...

View Lesson

< Back to tracks

Inbound Sales

Download study guide

Inbound Sales Certification Intro Video
2 minutes

Inbound Sales Fundamentals

2 Videos | Total 17:40

Why Inbound Sales?
7:49

Adopting an Inbound Sales Strategy
9:51

Quiz yourself
3 questions

Prioritizing Active Buyers Over Passive Buyers

5 Videos | Total 28:42

Earning the Attention of Today's Empowered Buyer

4 Videos | Total 31:37

Understanding the Buyer's Context

5 Videos | Total 30:02

Delivering Personalized Sales Presentations

5 Videos | Total 22:31

Exam
Approximately an hour



Auto play Play speed 100% ▾

About this lesson

Resources

Lesson overview

Inbound sales transforms selling to match the way people buy. This lesson covers the big-picture view of why you need an inbound sales strategy.

Lesson professor



Mark Roberge

Mark is a Senior Lecturer in the Entrepreneurial Management Unit at the Harvard Business School. He teaches Entrepreneurial Sales and Marketing in the second-year MBA program and The Entrepreneurial Manager in the first-year MBA program. He is also the author of "The Sales Acceleration Formula: Using Data, Technology, and Inbound Selling to Go from \$0 to \$100 Million." The book describes how Mark, as SVP of Worldwide Sales and Services at HubSpot, led his employees to the acquisition and retention of the company's first 10,000 customers across more than 60 countries.

LinkedIn



Thank you!

