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.
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
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.
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.
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.
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?
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

- LinkedIn Sales Navigator
  - Find People and Connect

- Grow with HubSpot

- CRM

- Hunter
  - Find Emails

- Skrapp

- Google Apps

- Replyup
  - Send Personalized Email at Scale
Key Points

The Sales Hiring Formula
The Sales Training Formula
The Sales Management Formula
The Demand Generation Formula
Cold Calling 2.0: Prospecting into cold accounts to generate new business without using “cold calls” -- most predictable and controllable source of new pipeline.

Key Points

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

Track: Inbound Sales
Lessons: 5  |  Total video length: 2h 15m

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...

Lesson 1: Inbound Sales Fundamentals
10 minutes

Lesson 2: Prioritizing Active Buyers Over Passive Buyers
29 minutes

Lesson 3: Understanding the Buyer's Journey
24 minutes

Lesson 4: Delivering Personalized Sales Presentations
29 minutes

Lesson 5: Earning the Attention of Today's Empowered Buyer
25 minutes

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 CEO 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 40 countries.

Track: Sales Manager Training: Strategies for Developing a Successful Modern Sales Team
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.

Lesson 1: Using Jobs to Be Done in Sales Enablement
30 minutes

Lesson 2: How to Map an Hour
30 minutes

Lesson 3: Using Jobs to Be Done framework to gain a deeper understanding of your customers and their needs.

Lesson 4: How to use a customer-centric sales process.
Thank you!