

Sales Plans For The New Normal... *Now What?*





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Mark Roberts is a senior level sales and marketing leader with over 35 years' experience driving profitable sales growth in market leading organizations.

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Connect with Mark & Follow His Content

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Help me learn about you...

What is your role?

- A. President / CEO
- B. Business Owner
- C. Sales Leader
- D. Marketing Leader
- E. Other



What Do We Need To Strategically Pivot?

- Current Market State and Challenges
- Voice of the Customer Research
- Transaction Data Analysis
- Sales Effectiveness Analysis
- Market Research
- Other Industry Studies



Help me learn about you...

What is your organizations Biggest Challenge Today?



Challenges I Have Heard All Markets?

- Revenue
- Protect Margin
- New Customers
- Customer retention
- Increase Share of Wallet – grow at current accounts
- Sales Adjusting to Virtual Sales Model
- What New Product or Services Does Our Market Need Today
- Go to Market Strategy for New Normal
- Supply chain
- On time delivery



Challenges I Have Heard From IMEC Members?

“We must not let our business become transaction based”

“How to Find right contacts and engage with new prospects virtually”

“Our business is unique, highly leveraged on relationships, how will we nurture and grow them when we cannot meet?”



Challenges I Have Heard From IMEC Members?

“How do you write a go-to-market strategy and plan with so much disruption and uncertainty?”

“ How do I improve customer experience with so much supply chain interruptions?”

“ What should I be doing now based on what we believe the future will look like? “

New Virtual Sales Data For You...

70%-80% of B2B Decision Makers Prefer Digital and Virtual Human Interactions

70% of B2B Decision Makers Say They Are Open to New Remote Purchases Up To \$50 K

27% of B2B Decision Makers Say They Are Open to New Remote Purchases Up To \$500 K

52% of Prior Face-To-Face Sales Models Have Adapted to Virtual

*** McKinsey**

New Virtual Sales Data For You...

**77% Of B2B Decision Makers Prefer Video (Zoom, Teams) To A Phone Call
With New Suppliers**

**89% Of B2B Decision Makers Said Likelihood of Virtual Human Interactions
Will Continue**

42% Of Executives Believe Pandemic Weakened Their Competitive Position

**28% Of Executives Believe Pandemic Strengthened Their Competitive
Position**

*** McKinsey**

New Virtual Sales Data For You...

85% expect hybrid selling will become the most common role over the next 3 years

* McKinsey

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Why ?

**Why did 85% Of B2B Decision Makers Say
Likelihood of Virtual Human Interactions
Will Continue?**

Why ?

**Why did 85% Of B2B Decision Makers Say
Likelihood of Virtual Human Interactions
Will Continue?**

#1 Efficiency

#2 Reduce Cost of Sale

#3 Safety

How Do We Reboot
and Pivot in 2021 ?

How do we make
sales plans to drive
profitable growth in
times of disruption
and uncertainty?



Voice Of Customer Research Data

Why Do Customers Buy From You?

Why Don't Customers Buy from you?

What is their buying process today?

What Criteria Do Buyers need?

...TODAY!



Question for you...

How have your customers changed how they buy in the last 12 months?

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Actionable Insights from Voice of Customer Research

- Gather insights that can create opportunity, reduce vulnerabilities & mitigate exposure to potential threats
- Learn more about your competitors
- Increase customer acquisition and market share
- Expand existing customer relationships, create targeted marketing to capitalize on Promoters
- Identify opportunities for innovation and improvement based upon customer feedback
- Prioritize the development of business processes to manage change within the organization
- Utilize the closed loop service recovery system to dive into root cause analysis to prevent repetitive issues
- Provides prioritization for strategic improvements



Actionable Insights Customer Experience

- Focus consistent efforts on your most valuable customers
 - Understand which parts of the customer experience are working well
 - Identify priority opportunities for improving the customer experience
- Gain insight into how you can nurture and develop customer loyalty, the one key driver of profitability and growth
- Evaluate perception of experiences by location, department, product category, etc. to uncover weaknesses
- Focus on the positive; recognize employees and teams that are doing a great job
- Resolve and track the status of customer issues (closed loop system)
- Know what your customers will say BEFORE they share it with others
- Capture insights throughout the customer lifecycle...new customers, declining/dormant/lost customers

Current Transaction Data

What products and services are producing the greatest Net Profits Today?

What does our ideal customer profile look like today?

Who are the top sales performers on your team? (define KPI)





Actionable Insights Transaction Data

What products and or services have seen the biggest increase?

What products have seen the biggest decrease?

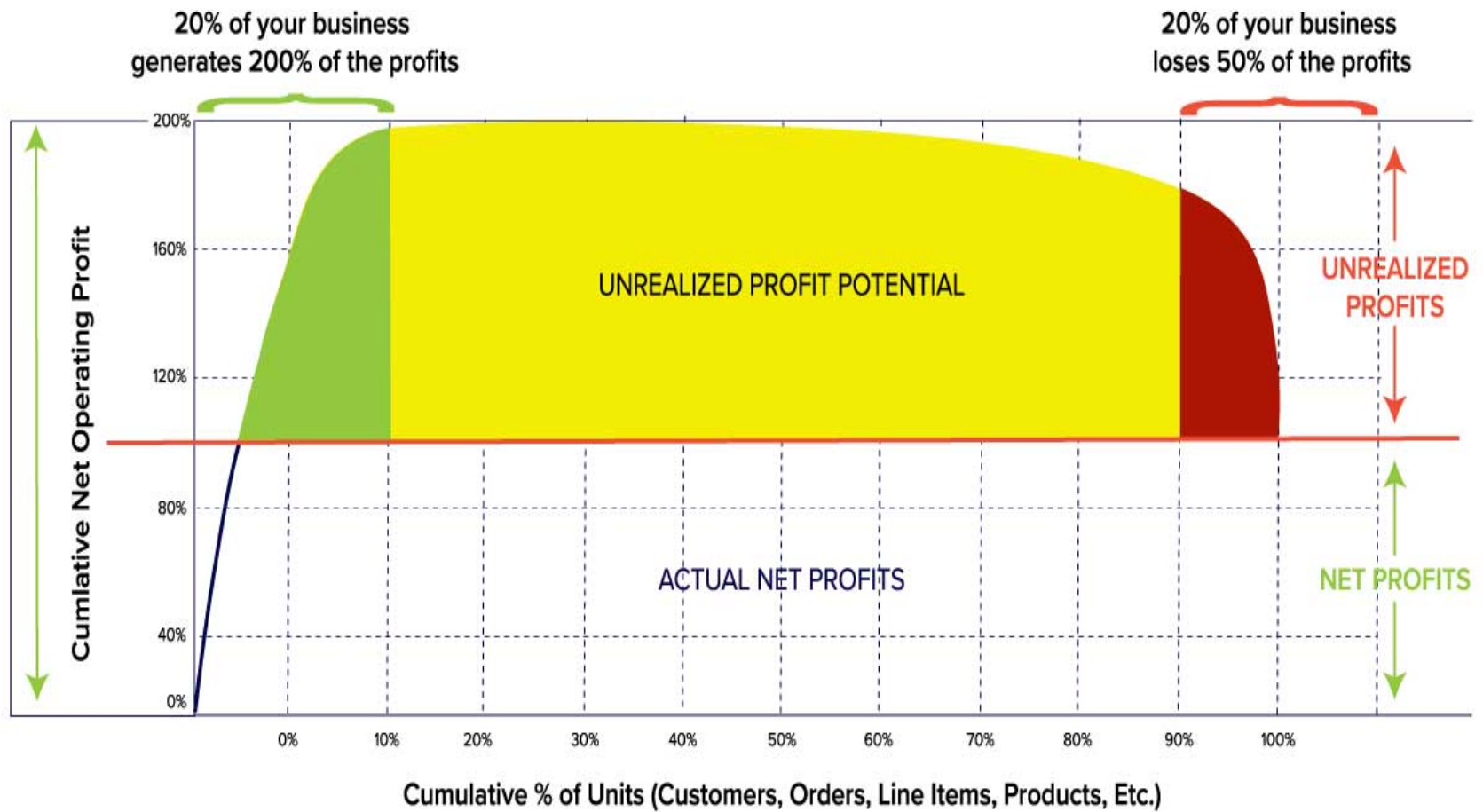
Are your products and services being sold into new market channels?

Has purchase transactions changed?

Has their been a shift in who are your largest accounts today?

What products have the greatest price sensitivity?

Has the number of accounts that represent 80% of revenue changed?



Question for you...

How has your team adapted to buyers, your transaction data and virtual sales?

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How Effective Is Your Sales Team In Today's Market?

A. 30%

B. 50%

C. 100%, team of rock stars

D. I don't know (but I probably should?)

You're NOT alone

**16% of sales leaders report
being confident that they
have the talent they need to
succeed in the future.**

CSO Insights 2018 Sales Talent Study

<http://bit.ly/CSO2018SalesTalentStudy>





Actionable Insights Sales Assessment Data

What sales percentile does your team fall?

How does this compare to others in your market like you?

Are your salespeople tech savvy?

Do your salespeople have a strong will to sell?

What motivates your salespeople today?

Are your salespeople goal oriented?

What skills gaps does your team have that could be hurting your close rate?

What impact would it have on revenue to close those gaps?

Are your sales managers coaching?

Develop Market and Buyer Centric Strategies To Achieve Objectives

There's Dollars in your Data!

Voice of the customer

Transaction Data

Assess and Improve Sales Team Effectiveness

Customer Expectations & Customer Experience (CX)

What Can We Expect In The New Normal?

Hybrid Sales Model- Inside sales / Field sales

Continued Growth – Digital Marketing and Ecommerce

Update Value Propositions – Based on Buyers today

Sales Skills – Transactional “Rep’s” must become Trusted Advisors

What Can We Expect In The New Normal?

Investment in Virtual Sales – Skills, Coaching, Technology

Sales Manager Role Change- From Manager to Coach

Customer Experience (CX) – Doubling down to retain current customers, ease of doing business

New Prospecting – Leveraging Social Selling and many touch points

Develop buyer-centric sales plans

Update your value proposition

Target prospects that match your ideal customer profile

Establish current account growth plans

Measure what matters, leading and lagging indicators

Create a strong sales accountability

Improve sales skills and tools

Questions
?





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