



# Close More Deals Faster in a Remote Sales World

Selling from Home? Read this Ebook Today!



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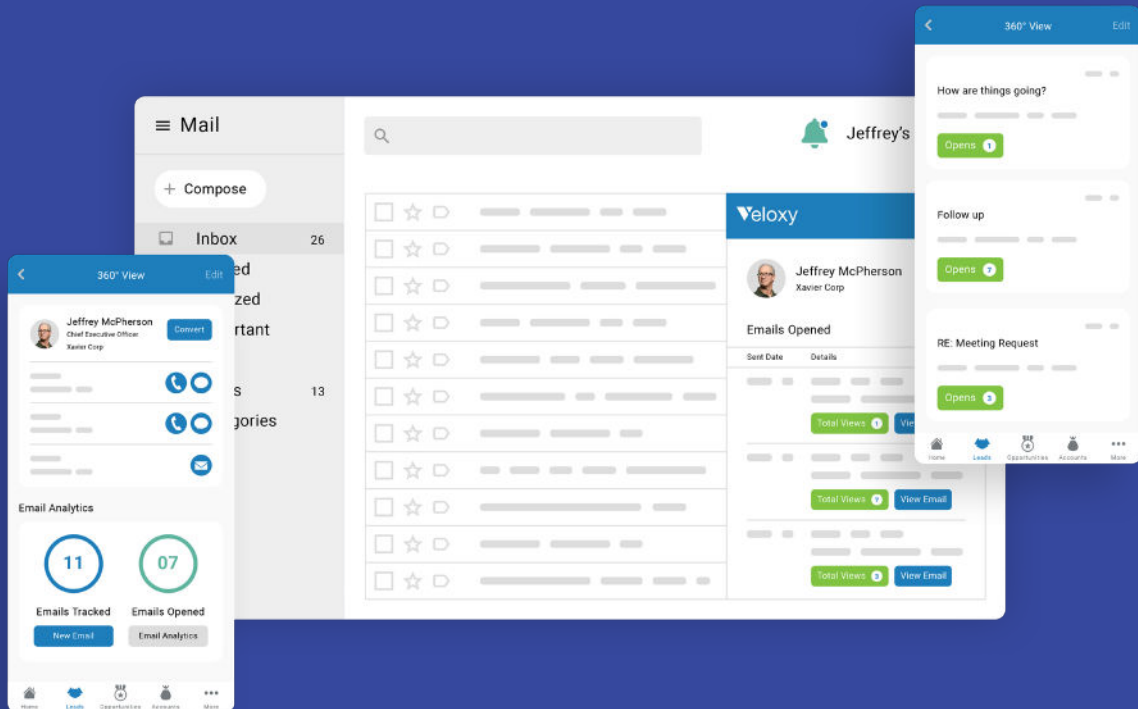
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# Greetings from the CEO

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Sales professionals endured a drastic change to their work environment in 2020.

While remote working was gaining steam due to the popularity of virtual offices, COVID-19 seemed to change everything for inside and outside sales reps.

Face-to-face selling was replaced by Zoom and Google Hangouts, and sales team collaboration moved from the conference room to chat and Slack.

**But something monumental happened.** Sales technology companies reached out and worked closely with sales professionals to quickly adapt their platforms to their users' changing landscape (*we were one of them!*). Now more than ever, sales people have a wealth of solutions to help them close more deals faster.

With the change in work environment and sales technology, sales teams are looking for clarity and best practices for adjusting to remote selling. That's why we put together this Ebook—to help you and your team quickly adjust and accelerate sales.

If you have any questions, don't hesitate to email me at [samir@veloxy.io](mailto:samir@veloxy.io).

Yours truly,

Samir Majumdar  
CEO of Veloxy

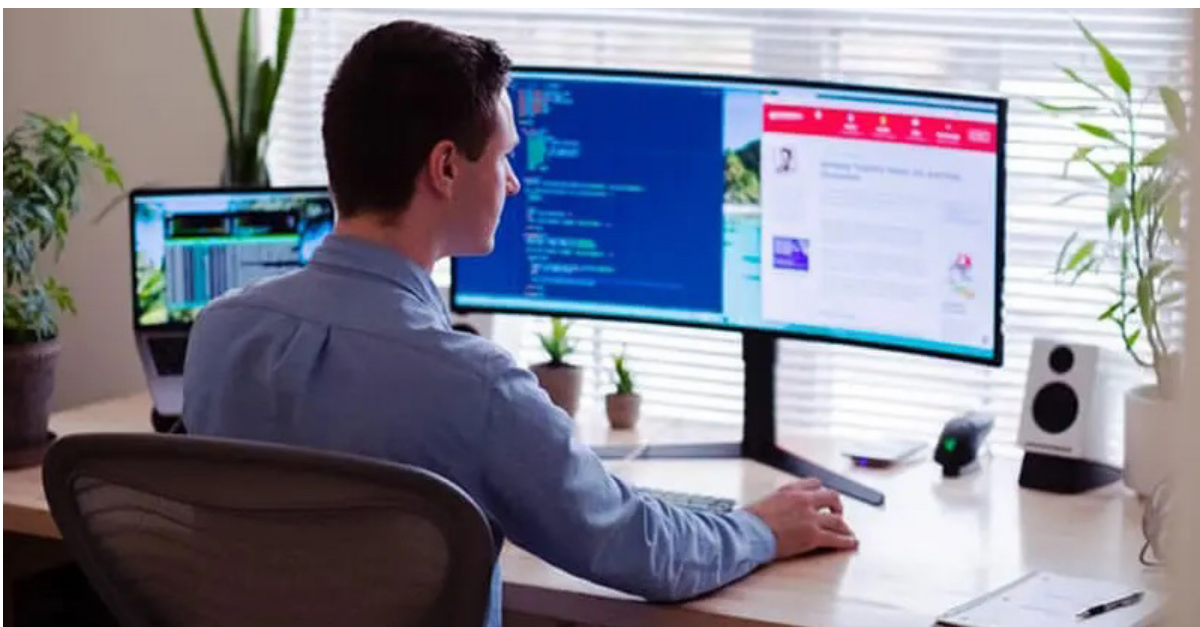
# Selling from Home: How to Create a Strong Sales Culture with Results



## **Selling from Home: How to Create a Strong Sales Culture with Results**

As the world recovers from the current health crisis, there's another silent threat slowly circling around. Since many of us started working from home earlier this year, the number of cyber security threats have surged. Experts had already predicted that hackers would capitalize on the weaknesses unveiled by the borderline overnight transition to working from home. On top of that, our sales culture is slowly diminishing.

Each and every sales person is adapting to these new circumstances. In addition to balancing personal issues, people are trying to get back to the selling groove. And all this without the same resources they had back in the office. We talked to business leaders to find out what drives sales in their offices as well as how we could translate that to selling from home. Below are tips that will help you create a strong sales culture that drives results even as you work from home.



## 1. Understand Your Reps' Needs

A recent poll asked what salespeople needed to be as successful at home as they are in the office. Surprisingly, the answer was as simple as it was complicated – people. That's right; inside sales teams are especially feeling the loss of their fellow colleagues. And the competition that went with being in the same room.

Before COVID, the typical sales floor was electric. Just people laughing, celebrating closed deals and bragging about who has the highest numbers. Without us realizing it, that motivating force disappeared overnight. Simply put, field sellers miss the camaraderie with both their teams and accounts. Sales reps long to see the customers they visited on a regular basis and workmates who strived towards a common goal.

Without these simple human interactions, sellers are struggling to find their natural sales rhythm. Most of them devoted a lot of time and energy trying to recreate old routines. Unfortunately, all they really needed was a new routine. One that takes into account the professional and personal challenges of selling from home. This takes us to the next step – arming your reps with the tools they need to reconnect and get things done.

## 2. Sales Enablement Technologies

As sales leaders, a huge part of sales ops involves evaluation, selection, and implementation of the right tools to give your team an advantage. Sure, we might

be in a crisis and the natural response is jumping into action right away. However, it's important to take stock of what tools you already have and what your team would most benefit from.

Ask yourself a few questions first. What tools do you already use? Which of them is critical? Is any of them ready to be deployed? What else does your team need? For a sales rep to be successful at home, they'll need a few tools to help them out. These include video conferencing, a centralized trading portal, an internal social network among others. Together, these tools form a solid foundation where reps can transition seamlessly to virtual sales.

### **3. Restore a Competitive Sales Culture**

Once you've got your reps kitted with the necessary tools, it's time to rebuild your sales culture at home. An easy way to do this is to return to the tried and true team building exercise. That's right; we're talking about contests. Challenge your sales reps to see how many virtual meetings they can take in a week. Give your reps cash prizes for every meeting and a bigger prize for the top performer each week. Heck, chalk up a leaderboard while you're at it.

While sales reps enjoy the cash, their biggest reward will probably be bragging rights. Nothing beats the knowledge that you're among the top performing reps even as you work from home. This culture of togetherness is exactly what our teams are missing. In the office, they could have multiple people working on an



account, receiving notifications and tracking the progress of deals. Recreating this part at home will be as challenging as it is rewarding.

## **Sales Culture Conclusion**

The most unexpected lesson we've learned in 2020 is that process can feed culture as much as culture feeds process. It's only by hard work that you'll manage to recapture the productivity and magic of office life at home. For those just starting out the process, our advice would be to focus on simplicity and prioritization.

In difficult times like these, it's easy to let panic take over and start dictating your actions. However, the smarter move is to take your time. Pause, evaluate, and decide what few actions and tools are to be prioritized. For most companies, Salesforce is looking like a great bet when it comes to creating a virtual culture.

# No Handshake Necessary: How to Build Demand and Attract Customers Remotely



## **No Handshake Necessary: How to Build Demand and Attract Customers Remotely**

Not too long ago, the nation's leading expert on infectious diseases (Dr. Anthony Fauci) advocated for a permanent end to handshaking. As soon as his recommendation was out, you could almost hear the groans of executives and reps all over the country. The pandemic has already caused a rapid decline in business which is challenging enough on its own. And now we're banning the handshake? I mean, how are we ever going to 'seal the deal' again?

A lot of attention has been directed to COVID-19's effect on Main street stores. However, we'd be lying if we didn't also recognize the tremendous knock-on effect on the B2 B sector. Sure, a lot of B2B activities can occur remotely. But in-person interactions play a crucial role within the sales funnel. Research shows more than 66% of B2B marketers use in-person events to generate leads.

For many organizations, conferences, seminars, trade shows and other events form the fulcrum of their marketing efforts. And if tradition is anything to go by, it's pretty hard to trust an exec to provide you with a business critical service until you share a meal, look em' in the eye and of course, give them a long, firm handshake. Unfortunately, all that is slowly disappearing. Literally all businesses will need to pivot drastically. You'll need to change focus, evolve your outreach methods, messaging, and the tools you use if you want to keep generating new business throughout 2020 and beyond.

You can find more information in our previous posts titled how to sell during

difficult times and why empathetic organizations are likely to see more success in 2020.

## **1. Move Online and Move Fast**

For all those companies who have been a bit slow to migrate business development online, it's time to kick things into high gear. If you think you don't have a budget, think again. Organizations are relocating budgets for travel, accommodations, sponsorships, and other in-person activities to online functions. Now is the time to update websites and improve your SEO. Invest the time to create and distribute new and compelling content.

Sure, maybe you can't quite yet replace the human touch, but technology is getting closer and closer. Try to make use of conversational marketing i.e. chat-bots, live chat, and integration with popular apps. Long story short – make sure your company is ready to answer prospects questions when they arise.

Similarly, make full use of platforms for video conferencing and telepresence to make virtual meetings more natural and productive. Newer platforms also use real-time interactivity and interfaces inspired by social media in an effort to replicate the serendipity and spontaneity of live events. Whether it's giving your customers meaningful conversation, a taste of your products and services or even the entire thing, delivering online today only boosts your attraction factor. If you're not reaching out during this crisis, be damn sure your competitor is.



## 2. Be More of a Giver than a Seller

Hey, don't get me wrong – giving is not really vocabulary you'll find in sales. But then again, these are not ordinary times – these are strange days indeed. With literally everyone focused on more immediate needs, less and less people give a hoot about self-promoting companies and their products. As Jonathan Fitzgarrald (ESP) says, "Now is not the time to sell. This is the time to reach out to people and make sure your network is doing okay."

Business leaders often like to say they'll be there for their clients or the infamous, 'we got your back.' Well, turns out that's easy to say when it's all clear skies and smooth sailing. Why? Because people rarely take you up on the offer or put you to task. The best time to enact this is when times are really bleak i.e now. Ask PR and they'll confirm that brands with aggressive selling strategies always come off as insensitive and unseemly during a crisis. Doesn't matter if your emails start with genuine concern as long as you'll push your products in the end. What you need to do is back up typical, empty words with actions. Tell them about what your company actually doing to help. This includes:

-Helping employees or other businesses make it through the crisis with measures such as paid leave.

-Take measures to guarantee your organization is committed to preventing the crisis from worsening (i.e spread of COVID-19.)

-Free giveaways or heavily discounted products and services to front line workers, doctors, and employees.”

### **3. Get Involved in Volunteer Work**

Here’s another often overlooked yet highly effective way to not only attract customers, but also give back to the community. Of course, there’s also the opportunity to enjoy free publicity. It literally doesn’t matter where you start – there’s always something you can do for your community. Get involved in children’s homes, the church, mosque, clean a couple blocks, sponsor an event or even offer your services for free for a limited time.

Even without a crisis looming, there’s still a little something called CSR. Corporate social responsibility is real; people love to support businesses that give back to society as opposed to profit hungry moneybags. In fact, you’ll find all that is required is a bit of your time, some effort, and a whole lot of encouragement. And remember to make sure all actions, donation and support is done in the name of your business, not yours.

## Conclusion on Attracting Customers Remotely

Even with the advice above, establishing workplace wellness through empathy is no easy task. A lot of businesses are adjusting operations, cutting back hours and laying off staff in response to the outbreak. It truly is uncharted territory for many as companies try to operate without a playbook.

But now more than ever, being kind, empathetic, and compassionate are far more important values to keep at the forefront of your company. As business leaders, take the lead and do the right thing starting with your employees going all the way to the customer, and finally the community at large. It's not business as usual guys. So forget about quotas, don't stress too much about revenue and prepare to bite a few losses going forward. But when all is said and done and the COVID pandemic is beat, you'll be coming out much stronger on the other side.

Remember, it's the memory of how you conduct your organization during difficult times that will bring people back when it's all over.

# What to Avoid When Selling During Uncertain Times





## **What to Avoid When Selling During Uncertain Times**

As the economy reels due to the current global situation, more and more salespeople are finding themselves in uncharted waters. If you worked through the 2008 crisis and the following recession, then you remember what it means to try selling during difficult times. For those who didn't, the lessons are coming in quick and rough.

Sure, we all know that there's a difference in sales during boom times and during challenging times. However, that's not to say that some industries aren't thriving even in the midst of a global pandemic. Whether your business is taking hits or not, it's important to be cognizant of our environment and understand what to do when things get tough. In this segment, we'll be looking at what not to do when selling during difficult times.

### **1. Cease and Desist Short-term Thinking**

As humans, we tend to see only what's right in front of us often ignoring the bigger picture. We forget that the tough times will pass and be part of our past. But even as things seem daunting, there's always better times ahead. Remember to see the big picture. Likewise, your career spans over years or decades, not months. The actions you take today will eventually be something you can look back on and either be very proud of your company or full of shame and regret.

Therefore, try to see the light at the end of the tunnel as opposed to just staring at the walls all around you.

## **2. Assume Nothing**

Here's a bit of veteran advice that also applies during boom times as well. Never ever assume that your prospects won't buy due to external factors. At the same time, don't also assume they will buy because their situation is largely unchanged. Assumptions can be a sales rep's worst enemy. What you need to do is go through the entire process as you usually would. Ask questions, be empathetic, and no matter what happens, don't jump to conclusions without evidence, or count your prospects before the proverbial hatching.

## **3. Do Not Turn Inward**

Like most sales people, you might prefer to hunker down and turn inward when things get difficult. In sales and marketing, this is definitely not the best option. What you need to do is open up and focus on outside relationships. Namely those with future prospects and important clients. As people, we're hungry for social interaction. Therefore, it makes so much more sense to deepen your bond and show solidarity even during challenging times. Do not turn inward, look outward.

## 4. Quit Gaslighting the Situation

From manufactured viruses to global depopulation conspiracy theories, there's certainly a lot of talk around the Corona Virus. But no matter what your beliefs are on the severity of the situation and whether or not adequate steps have been taken, you should never take it upon yourself to convince a prospect that they're not seeing or feeling what they say they are. Each individual has their own point of view and has life experiences that shape how they interact with the world. If you really are as great a salesperson as you claim to be, you'll show empathy and understanding. For the ignorant salesperson, they tend to use gaslighting techniques to scare and confuse prospects into commitment.

## 5. Don't Ignore the Solutions

Like most sales people, you might prefer to hunker down and turn inward when things get difficult. In sales and marketing, this is definitely not the best option. What you need to do is open up and focus on outside relationships. Namely those with future prospects and important clients. As people, we're hungry for social interaction. Therefore, it makes so much more sense to deepen your bond and show solidarity even during challenging times. Do not turn inward, look outward.





# Why Being Empathetic Translates to Organizational Success



## Why Being Empathetic Translates to Organizational Success

Pandemic or not, companies that ‘do good’ also seem to do well businesswise. According to research, companies that drive positive change on issues that the public cares about have continued to outperform the market even through the COVID-19 crisis. The same research also maintains a corporate response tracker for how the hundred largest employers in the US treat their employees, customers and local communities throughout this pandemic. Are they empathetic, or is it business as usual?

Experts believe that the new COVID-19 marks a universal turning point where companies need to prioritize the needs of the stakeholders over those of the shareholders. So, how can businesses take specific steps that lead with compassion so as to emerge prosperous on the other side? According to the founder of Customer Bliss, “It’s the memory of how you conduct your organization during difficult times that will bring people back when it’s all over.” Below are a few ways that companies should be leading and operating right now.



## 1. Empathetic Extension of Grace

If there was ever a time to be merciful and lenient, this is it. Examine your fees, contract conditions, penalties, and even cancelation policies. Evaluate all of these and adjust accordingly due to the global crisis. Sure, you might have to take a few blows to your revenue and profitability. However, how you act today will shape and impact your future relationships with customers.

Note that people will be watching and speaking about businesses that didn't show any humanity during the COVID-19 crisis. For instance, there's an east coast chain of gyms that's still yet to recover from bad publicity and a class action lawsuit. They continued charging their members even during the shutdown while providing no way for their customers to get redress.

On the flipside, captive loyalty now translates to long term admiration and advocacy later on. Hotel chains like Hilton are continually earning goodwill since they allowed full cancelations with zero penalties. They also extended loyalty status benefits, paused points expiration and donated rooms to healthcare workers to aid in the fight against COVID. When the crisis passes, those companies that showed compassion and humanity over profit will no doubt be rewarded with unwavering loyalty and a growing customer base.

## 2. Collaboration and Fearless Brainstorming

Even if you can't meet with your employees, it's important to simulate physical

office arrangements. Collaboration and brainstorming are critical when working remotely. That's why you want to simulate the office environment through a digital nerve center using tools like Zoom Room. Companies can even go further and open virtual rooms that give everyone a chance to ask and share. Remember, giving people a seat where they normally have no say could have a very energizing impact.

Similarly, it's equally as important to provide a way for customers to connect with each other. Experts recommend virtual roundtables or webinars as a way to continue learning from your customers while adding value even as they work from home. And lastly, be very mindful of mental health during these trying times. Such discussion might be rare in the corporate world, but they can't be ignored anymore. It's all part and parcel of being empathetic.

Employers and business leaders have to acknowledge that many people are fearful and stressed out. As such, they should provide a judgment free zone for their employees to connect, share, and unload. A lot of companies are actually expanding benefits to tackle this issue. For instance, a famous chain of coffee shops now offer 20 annual therapist sessions for both employees and their families.

### **3. Communicate Messages of Hope and Optimism**

As we stand today, communication is becoming just as important as the products you're selling. Customers have to know what you're doing to solve their problems.



They literally need to feel you're being empathetic. Likewise, employees want to know they work for a company they can be proud of. That's why you have to keep your customers and workers up to date on everything you do. Lift up and show empathy to all those who have been hardest hit by the crisis. AT&T has set the pace by giving three free month service to each doctor and nurse in America.

That's quite the impressive feat. Now, granted that not all companies are capable of doing such, just retool your business where you can. Even SMBs can rethink their strategy to reach out to the customer wherever they are. We've already seen restaurants evolve and completely overhaul their strategy to focus on delivery. What this means is that instead of complaining and being sad about all the things you can't do, try to find a silver lining and make the best of a bad situation. You'd be surprised how far a daily dose of optimism can go.

## **Empathetic People, Over to You**

Establishing workplace wellness through empathy is no easy task. Businesses are adjusting ops, reducing hours and laying off staff in response to COVID. It truly is uncharted territory for many as companies try to operate without a playbook.

Being kind, empathetic, and compassionate are far more important values to keep at the forefront of your company. Take the lead and do the right thing starting with your employees going all the way to the customer. Forget about quotas, don't stress too much about revenue and prepare to bite some losses going forward. You'll come out much stronger on the other side.

# Gaining from Giving: The Law of Reciprocity



## **Gaining from Giving: The Law of Reciprocity**

The world's seen its fair share of folks that receive without giving. And that's sad. That's not the way the universe was designed to work. What kind of a world would we all have if everyone lived by the Law of Reciprocity?

We'll explain what the Law of Reciprocity is and why it matters. For now, just understand that it's a great principle that delivers abundance and success.

## **Life's Not About Making You Happy or Even Meeting Your Needs**

Some folks go through life as though the universe owed them a living, happiness, success, or whatever. These people are always focused on receiving. But most of them end up enormously disappointed and frustrated. That's because the universe doesn't exist to make anyone happy.

The universe exists to help those that help themselves. All its mighty powers join forces to support the person that strives to help others.



## Success and the Law of Reciprocity

Contrary to what many people believe, insanely successful people are some of the most generous folks on Earth. They're always giving and helping others, contributing to their eventual and perpetual success. Think of people like Mark Zuckerberg, Jeff Bezos, Mark Cuban, and Oprah Winfrey.

But what do all these incredibly successful people have in common? They're givers. These folks have fully grasped the Law of Reciprocity. As a result, they've tapped into its vast resources, and they've shot to stardom. It's no accident. And you too can leverage this law and become a successful business owner.

### What's the Law of Reciprocity?

The Law of Reciprocity is "To Get, You Must Give." If you really desire to stand out from other business owners, GIVE.

The reason this principle works is that it's not easy. Seriously, who thinks of helping others when they too are dealing with stressful problems?

Some wise person somewhere said that "If you'll change, everything will change."

So, stop thinking in terms of receiving. Stop asking, "What will I get from this person?" Instead, ask, "What Can I do for this person or business?"

## How to Use the Law of Reciprocity to Grow Your Business

Knowing about this principle is great, but if you won't activate it, it won't help you at all. So, resolve to put this principle to work for your business. Start leveraging it now rather than tomorrow or next week.

Following are a couple of actionable ways you can start profiting from this law.

### Read Dr. Robert Cialdini's Book

Few people have explored the mystery of the Law of Reciprocity than Dr. Robert Cialdini has. As a business owner that craves success, you'll want to read this author. Next time you enter a bookstore, ask for his book, "Influence: The Psychology of Persuasion." Devour it. Then, try out the advice he offers.

In describing the principle, Cialdini asserts that gifts naturally elicit positive responses from recipients. And whether the recipient wanted the gift or not is immaterial. It also doesn't matter whether they asked for it or not.

Almost always, the party receiving the generosity automatically feels indebted to the giver. Where do you think the whole idea of calling in favors originated?

### Build Trust with Others

Everything in the world of business begins with trust and ends with trust. Trust is

a key ingredient when it comes to building win-win business relationships. It's particularly important when dealing with people who've never interacted with your business.

Once you've built up trust, engaging with your customers becomes easier and more productive.

One of the best ways to foster trust is to give new customers small, enticing, free gifts. A small gift at that point demonstrates that their interests come first. So, what can you give? A whitepaper that details how to solve a difficult problem? An ebook showing how to build a simple WordPress website? Free trials?

## **Start Practicing John Ruhlin's Giftology**

Few people have demonstrated the effectiveness of the Law of Reciprocity better than entrepreneur John Ruhlin. Ruhlin calls his method of attracting new business "giftology."

This business owner once gave someone \$7,000 as a gift! Think about that. Who does that? Only a person that understands the mysteries of this great secret would do that.

As a result of that courageous act, Ruhlin saw business worth millions come his way. And the best part is that the recipient eventually reimbursed him the whole \$7,000! Well, that's not how it works for everyone, but the principle works.

## **Resolve to Appreciate People Habitually**

Appreciating your customers is something you must do tirelessly throughout the existence of your business. When a customer orders something, thank them. And when they refer someone to you, say thank you and also reward them. Send them an email from time to time expressing how grateful you are that they chose your company.

Everyone loves being appreciated, and to feel that their contribution means something. Do this consistently, and you'll always have business flowing your way.

## **Give Right**

Give without expecting anything. People must never feel that your giving comes with strings attached. Successful giving seems and feels genuine. But giving that's done with hopes of getting something in return almost always backfires.

So, learn to give truly meaningful gifts. Practice delayed gratification. Believe that every act of kindness done today will pay off handsomely down the road.

A restaurant manager gives a plate of fries and a burger to a hungry, homeless man. Surely, he doesn't expect any reciprocation. But a patron captures everything and posts it on FB. And the post goes viral. What happens to the kind manager and his business? You guessed right: increased customer numbers and revenue.

## Final Thoughts on the Law of Reciprocity

The Law of Reciprocity works. It works for Oprah Winfrey, Mark Zuckerberg, and Jeff Bezos. This law isn't some reality only special people can tap into. No, it's a universal reality. It works for person A like it does for person B, assuming both apply it correctly.

So, use it to your advantage. Start giving now. Soon, you'll start receiving. It'll seem like the universe conspires to help you win. Stop waiting.



# How to Close Business in an Increasingly Complex World



## How to Close Business in an Increasingly Complex World

For sales professionals all over the world, there's no single word more enshrouded in mystery and enigma than closing. Looking at most sales jobs descriptions, it's clear to see that companies always want to hire closers.

There's a strong mythology or belief built around closing that implies it's a rare skill possessed by a few top tier salespeople. But the harsh reality is that closers are like unicorns or leprechauns – they simply don't exist. Turns out you don't need any special skills or a silky smooth tongue. This segment aims to educate on how to close more deals the smart way.

### Want to Close More Deals? Prepare to Lose Some Sales, First.

When looking to close business, there's a wide range of deal breakers you need to watch out for. Two of these deal breakers that pertain to our topic today include hesitant negotiation behavior and area of risk.



See, to close a deal, you actually have to bring the deal to its final conclusion. Whether the outcome is positive or negative, the deal has to conclude. This means that in order for you to close more deals, you must be willing to lose even more. The problem comes in when sales reps cling to extenuating maybes which prevent them from conclusively closing a deal. So, how do you know when it's time to make your move?

## Asking the Tough Questions

When attempting to close, you need to be willing to ask the toughest question of them all – “Are you in, or out?” Whatever the answer, accept the fact that you might not like it. It might mean walking away and shutting the door to future deals. But we're not interested in the tough questions for your prospects. If you really want to get the timing right, ask yourself these questions.

- Have you done your homework in problem evaluation and diagnosis?
- Do you have an established rapport with the prospect?
- Have you offered a thorough prescription?
- Have you had a frank discussion with the buyer about objections?

If all signs point towards yes, then it's probably the best time to close the deal. Successful reps need to be brimming with confidence. Sure, it's okay to let the pie sit on the sill and cool a bit. Just don't be scared to ask the buyer if they want a slice while it's still hot.

## **Best Closing Strategies for Today**

Doing business is like getting a 50-ton Boeing off the ground and into the air at hundreds of mph. By contrast, landing such a plane should be easier than taking off. I mean, gravity is in your favor so the plane will inevitably come down. Think of closing deals like landing a plane; it's simply the act of bringing business to its natural conclusion. That said, here are a few choice strategies that should help you close before you hit the runway.

### **I. The Direct Approach**

This is arguably one of the best closing strategies preferred by top tier salespeople. In its core, it can be summed up by slogans like "Just do it" i.e. Nike. With this approach, you just ask the tough questions directly. "What are your thoughts, can we make it happen?" Worst case scenario is the deal fizzles out. But if you'd taken all the steps we've mentioned above, chances are you'll move faster towards a positive closure.

### **II. The Minor Point Close**

More often than not, a small aspect of the deal can put off a potential buyer. If you come across a situation where the buyer seems opaque and/or confused, it's time to apply the minor point close. This involves asking how the buyer feels about particular sections or clauses in the current contract. Granted that you may not know where the problem is. But asking will allow you to gauge interest,

identify issues and move dialogue forward accordingly.

### **III. The Alternative Choice Close**

In situations where the direct and minor point approach seem too risky and presumptuous, you could opt for the alternative choice closer. In this scenario, you just offer your potential buyer a bit more choice or variety. This could be as simple as asking, "Do you want the 10 year contract, or would 5 years be more feasible?" Just remember not to confuse your prospect even more with too much choice.

### **IV. The Opportunistic Close**

Introducing what is hands down the most manipulative type of close, the opportunistic approach works like a charm when successful. It's common to see companies and businesses pressuring buyers with limited time frames and discounts. Timeshares and infomercials are notorious for giving people 'opportunities' where if they act now, they're likely to save more money than if they wait. But be very careful with this type of approach. Its manipulative nature means it tends to backfire a lot.

### **V. The Balancing Close**

When looking at the balancing close, we could term it as the noblest closing strategy of them all. Here, sales reps simply help buyers honestly weigh the pros

and cons of the deal they're about to make. There's something honorable about taking the higher ground and helping buyers go through their entire consideration process so as to make a more informed decision. Even if the cons prove too overwhelming at the deal strikes out, this is the only approach where even negative outcomes could mean more business in future. After all, building trust and a rapport with customers is the ultimate way to close more deals in future.

## **Conclusion on Closing Business in a Complex World**

Remember; closing deals is like landing a plane – it's based on the momentum you established during takeoff and the course of the flight. How swiftly and smoothly you bring her in for a landing is just a matter of how well you directed her towards the runway. To close more deals, you must understand how customers and prospects think. That's the only way to provide them with the best solutions for their needs. And to achieve this, you need the right tools at your disposal.

# 6 Ways Sales Will Change in the Next 10 Years



## 6 Ways Sales Will Change in the Next 10 Years

It's easy to think that sales won't change much over the next 10 years. But that's an expectation that'll see full-blown disappointment. Nothing ever defeats change, not even processes that seem infinitely rigid. For that reason, salespeople should keep watching their industry keenly. Otherwise, they'll have trouble coping with the avalanche of changes they'll encounter over the next decade.

Change is Happening so Quickly and Everywhere that Even change itself is changing!

Everywhere you look, change speeds at breakneck speeds. If you want to see any growth, nothing stays the same for long. Teaching methods, roofing styles, bank lending procedures, governance — everything changes. Instead of happening slowly, steadily, and somewhat predictably, change is happening rapidly these days. Especially in the world of sales.

Let's now discuss about how sales will evolve over the next 10 years.





## **1. Key Account Selling Will Become Critical**

You've most likely heard of Pareto's 80/20 principle. If you apply this principle to a sales context, you'll get one critical insight. It's that 20 percent of your accounts deliver 80 percent of your productivity. Now, think about that. It's profound.

Sure, you're supposed to respect and serve all your customers without the slightest hint of partiality. That's because all clients matter — every single one of them do. But that doesn't necessarily mean that everyone should get the same amount of time.

The most successful salesperson will be someone who understands how to optimize their time. Future salespersons must provide exemplary customer service to big clients while keeping the smaller ones smiling. That'll be a delicate balancing act, a skill they must master.

## **2. Salespeople Will Become Smarter and More Productive**

The salesperson of the future will leverage sophisticated technologies to achieve lots of great results quickly. They'll be someone who wastes very little time and resources. They'll finally understand that a salesperson shouldn't be a cost center but a profit center or revenue generator.

Technology will no doubt play an enormous role in making this happen. It'll convert salespeople into incredibly smart, productive, and efficient workhorses — a profitability driver.

Many people fear that overly sophisticated technologies of the future will replace humans with bots. And yes, that'll happen to quite some extent. However, salespeople of the future will leverage technology to become more and do more. It seems highly unlikely that bots will replace salespeople over the next decade.

### **3. Sales Will Change Much Faster That It Ever Has**

Change has been the only constant phenomenon for millennia. There's never been a period in history when change didn't happen. Change happened during the days of early man. Change was happening when humans stopped making apelike sounds and started using real words. Even during so-called dark ages, change still happened.

But there's one thing about change that's changed. In the past, change used to crawl. It took decades before anything completely transformative or disruptive showed up. But these days, change happens at lightning speed. A sleek product that drives consumers crazy with desire looks ancient tomorrow. No one wants it anymore.

As new and better technologies and solutions emerge, they'll supercharge change. Salespeople must continually update their skills, knowledge,

and techniques. If they don't, the world will move on. As Eric Hoffer would say, such salespeople will be left clutching onto a world that no longer exists!

#### **4. Sales Will Change — Salespeople Will Become Niche Experts**

Many salespeople today are generalists rather than specialists. What drives them is the desire to make one more sale and fatten their paycheck. And that's perfectly normal; who doesn't crave more money? They're typically more concerned success now rather than long-term success.

But that'll soon change. Salespeople will evolve over the next couple years into micromarket or niche experts. They'll no longer be the guy who absent-mindedly says "product XYZ is fabulous!" and "Product ABC is awesome!" They'll become more like professional product reviewers. They'll be someone who's intimately interacted with their products, knowing everything consumers would need to know before buying.

Maybe we'll no longer call them salespeople. Maybe the world of sales will invent a new title for them. Something along the lines of "DIY project tools consultant" or "Ceramic products expert." Everyone will try to niche down as much as possible, building expertise in that micromarket. That's probably because customers are getting smarter and smarter while also becoming increasingly demanding.

## 5. Blurred Difference Between Sales and Marketing

Today, there's a clear difference between sales and marketing. Salespeople aren't marketers, and marketers don't care much about sales. A salesperson will do almost anything to secure a sale. They'll knock on doors a thousand times in pursuit of a sale. They never tire of calling prospects, reminding them of a promise they made 2 years ago! They're street-pounding warriors whose ability to push sales keeps organizations running every day. But as we've established, sales will change.

But marketers are a different breed of professionals. They're more about creating awareness and drawing in leads. Marketing focuses on making the sales process easier. If salespeople faced prospects that interacted a bit with the marketing team, selling to them would be a breeze. Marketers care more about building the brand over the long term rather than making a quick sale now.

In the future, these differences will become more and more blurred. Salespeople will fully understand the marketing process. Similarly, marketers will understand that revenue generation is critically important for the company's survival.

## 6. A Sea of Behind-the-Screen Customers

There's no indication whatsoever that face-to-face interactions will become less important. But as the world evolves, customers are changing, too. Consumers

are increasingly buying goods and services online. And that trend most likely won't slow down. On the contrary, it'll gain impetus as time goes.

Customers of the future won't need to talk to a sales rep in situations where it's a low-value purchase. However, high-value item buyers will still need to have face-to-face meetings before handing over the money. Generally, though, most brand-consumer interactions will happen via digital media. That said, personalized attention will still have significant value.

## **Are You Ready to Close More Deals over the Next 10 Years?**

Whether your teams are prepping for it or not, sales will change. These developments are inevitable. Sales professionals need to start making adjustments to their overall approach to sales. They need to acquire new skills, and they must master emerging technologies to increase their productivity.

Also, they need to extend their understanding beyond sales. They must learn how marketing works. Finally, they must start focusing most of their energy on the most profitable accounts. If they do these things, they have nothing to worry about. They're ready for the future.

Working hard and not smart can also delay your rise to success significantly. According to our panel of specialists, it's all about equipping yourself with both the knowledge and sales tools required to survive the rapidly shifting world of sales. This article has equipped you with the knowledge – it's time to close!