



Selling In The Brave New World

How to adopt the new selling paradigm and ensure all-round Sales Success



Why is underperforming sales teams such a widespread issue?

- 70-90% of the buyer's journey is complete prior to engaging with a sales person (*so it's difficult to create value to someone who is not really listening*). (Forrester)
- 57% of the purchase decision is completed before the customer even calls a supplier. (CEB)
- 67% of the buyer's journey is now done digitally. (SiriusDecisions)



The Buyer-Seller Gap

- Mass disruptions by the internet is changing the buying-selling journey
- Equipped with more information, customers are buying in dramatically different ways
- However, sellers continue to approach the process of selling in traditional ways



“Do the same skills work today?”

Does Foundational Sales Training Still Work?

The Five Stages traditional approach teaches:

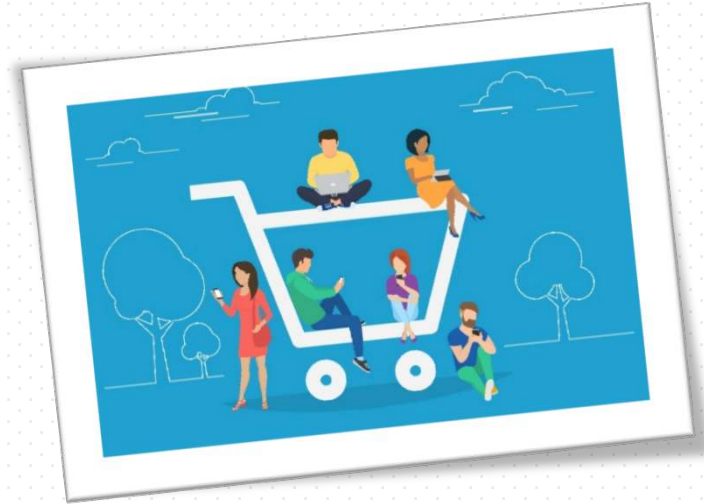
1. How to discover/establish customer need?
2. How to present capabilities which meet those needs?
3. How to create the right conditions to compel a call to action?
4. How to efficiently handle customer objections ?
5. How to successfully close a deal?



In a dynamic market, how we execute this skill defines sales success today!

Buyer Behavior in the new world

- B2B customer will regularly use **six different interaction channels** throughout the decision journey, and almost 65% will come away from it frustrated by inconsistent experiences (*McKinsey*)
- B2B buyers engage with **11.4 pieces of content** prior to making a purchase, indicating it takes multiple types of content to reach your audience base (*Forrester*)
- 76% of buyers prefer **different content at each stage** of their buying research (on their buying journey) (*Pardot*)



Selling with Strategic Intent®

Selling in the Brave New World involves asking questions that move beyond creating value for a new solution. It requires asking questions that help the buyer move through their decision process more effectively and efficiently.



We call this “Selling with Strategic Intent®”

How to “Sell with Strategic Intent[®]” ?

- Ensure every meeting with a customer has a different purpose, a *Strategic Intent*
- Identify specific critical milestones in your sales process and work to achieve those in your sales meetings
- Gain additional insights in your sales meetings that help move the customer along in their buying process
- Develop proactive plans assessing *who* in the account can help you achieve your *Strategic Intent*
- Broaden contact network and avoid only speaking with those who are quickly willing to meet with you



What are some examples of *Strategic Intent*?

Neutralize
Adversaries

Influence
Decision
Criteria

Understand
Competitive
Landscape

Leverage
Advocates

Identify Key
Metrics

Identify &
Overcome
Barriers

Validate
Budget
Process

Determine
Sense of
Urgency

***To effectively achieve these Strategic Intent, your team must know how to:
Effectively Open the Meeting, Ask Impactful Question, Link your value and close the
conversation.***

Role of Sales Leadership in Driving *Strategic Intent*

- Create structure around sales process in the form of critical milestones within it
- Develop a list of questions that challenge the thinking of how your salespeople intend on achieving the key milestones
- Ensure predictability, repeatability, scalability, and visibility to the process
- Make sure sales teams are fulfilling purpose-driven sales meetings
- Insist on extending influencer reach within their existing customer base to improve success





Selling in the brave new world involves Selling with Strategic Intent[®]. Structuring each meeting around the critical milestones, which are necessary to complete, to allow salespeople to broaden their contact network, identify possible barriers, shorten their sales cycle, and focus their conversations on topics that are most suited to move the opportunity forward. To more about Selling with Strategic Intent[®], write to us at sales@igniteselling.com.

About Ignite Selling Inc.

- Eight decades of experience in Sales, Sales Coaching and Sales Training
- Develops *custom* sales training solutions
- Creators of the Interactive Learning Maps™ for Sales and the Competitive Capstone Simulation™ for Sales
- Authors of *Premeditated Selling™* a book chosen by ATD to be “*the new way of developing smart sales strategy*”
- Trained over 10,000 sales people worldwide
- Ignites & inspires teams

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Thank you



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