



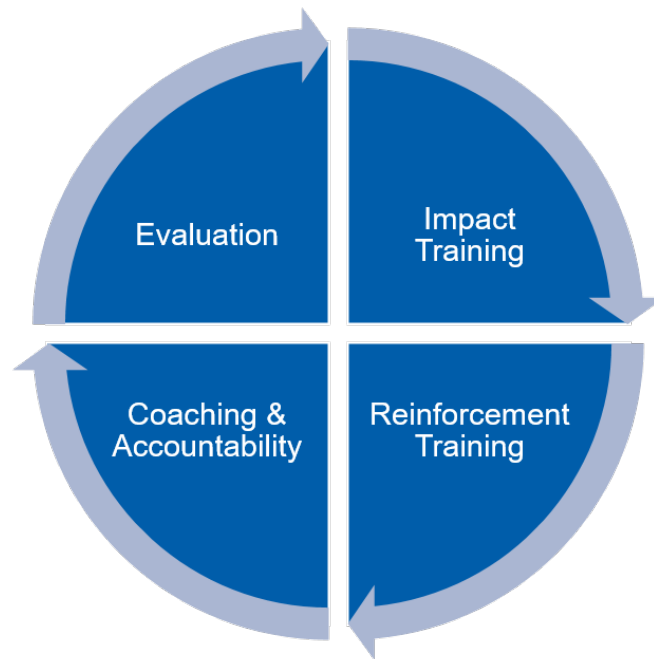
Strategies for Selling to Today's Buyer

April 8th

Presented by Mike Carroll

Sandler Training

- 50th Anniversary
- 260 Training Centers In 30+ Countries
- Sales, Customer Service, Leadership, Management,
- Reinforcement, Head Trash



Today's Agenda

Lesson Outline:

- Current Sales Environment & Influences
- Understanding Buyers
- The Buyer-Seller Dance
- How To Sell to Today's Buyers



Your Hot List

What are You Hoping to get out of the next 40 Minutes?

Looking for answers to a Burning Question?

What are the one or two nuggets that will make you say this was a valuable use of my time?



Rapid Speed of Change

People

Technology

Information



Factors Influencing Today's Buyer

1. Availability of Information

- *94% of Buyers conduct online research at some point in the buying process*

2. Hyper-Connected, Socially-Influenced

- *84% of CEO's and VP's use social media to make purchasing decisions*

3. Skeptical Prospects

- *Buyers complete 57% of the buying decision before ever actively engaging sales*

4. Buyer Confidence and Risk Aversion

- *Buyers review an average of 10.4 sources in any buying situation*

5. A New Decision-Making Process

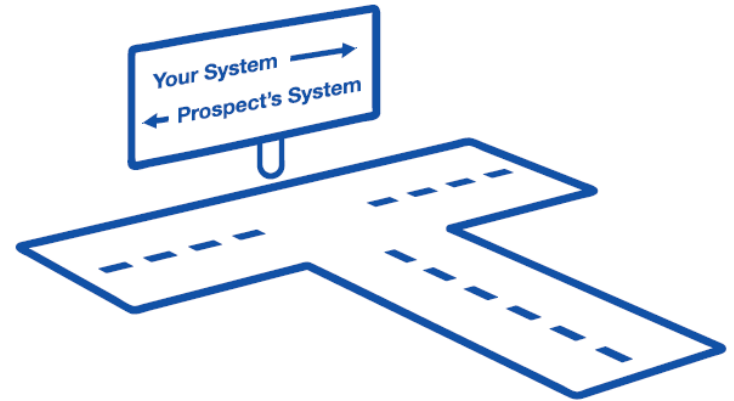
- *There are now 5.4 people actively involved in buying decisions*



The Buyer-Seller Dance

Prospect's System

1. Withhold Information
2. Gather Information
3. Commit to Nothing
4. Disappear



The 21st-century buyer is increasingly cynical and critical of vendors. And they do not want to engage with reps who utilize a “one-size-fits-all strategy”.

The Buyer-Seller Dance

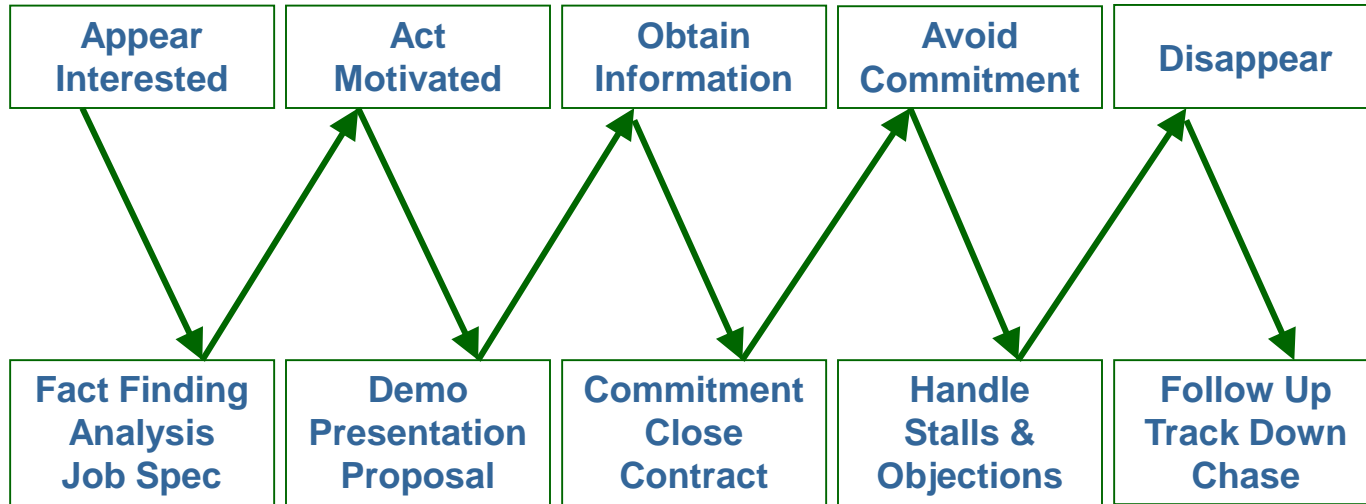
Traditional Selling System

1. Qualify Need
2. Present
3. Close
(Overcome Stalls & Objections)
4. Chase



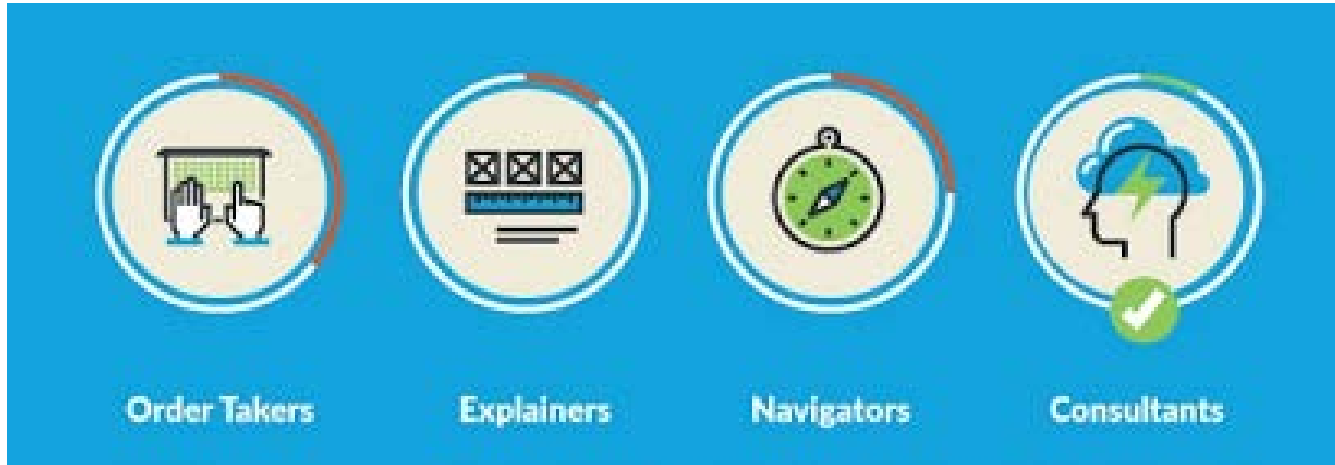
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When Strategies Collide



Who is leading the Dance?

Who will Survive?



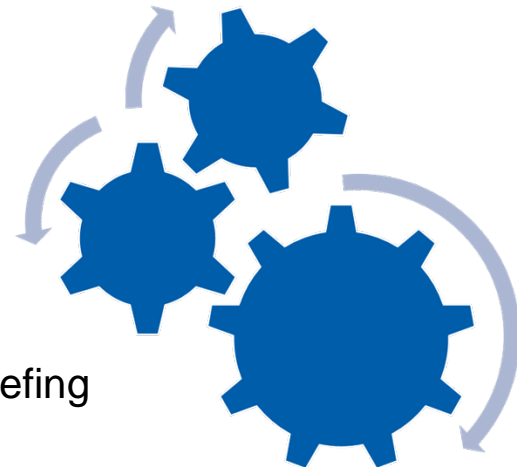
40% of the organizations that don't transform will disappear in 10 years

1

Have a Defined Sales Process and System

Without a Process by Default You Will Follow the prospects Process

- What are the steps from Hello to Yes/No
 - Big Picture
 - 2-4 Items needed within each Big Picture Step
- Publish and Tie to CRM
- Onboard, Train and Coach – develop a Team language for Briefing



2

Communicate Effectively

- Elements of Comm.
- DISC
- Psychology
- Stop Telling



3

Embrace Technology

- Customer Relationship Management
- Sales Automation
 - Auto Dialers
 - Email Cadence
- Social Media
 - Social Selling?



**“Since today’s meeting is about Sales Prospecting,
I thought I’d bring in an expert.”**

What Is Social Selling?

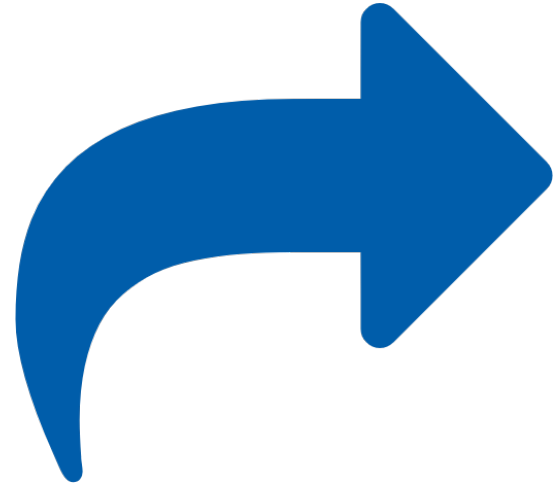
Using virtual tools and online networks to add more prospects, opportunities, and information to your sales pipeline.



Your knowledge and relationships are infinite resources you can use to build your network!

Do It Right!

- **Right person**
- **Right time**
- **Right message**
- **Right channel**
- **Right ask**

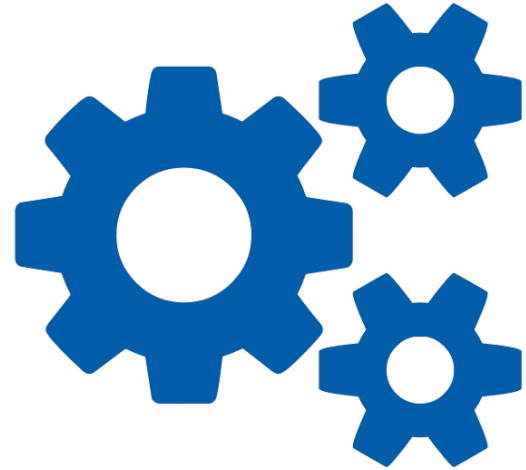


Top 10 Social Selling Behaviors

1. **Search the connections of your contacts before every meeting and ask for referrals**
2. **Search for Prospects**
3. **Start online conversations from your likes, shares, and comments**
4. **Send cold InMails when you can't get an introduction**
5. **Don't be afraid to PUTT!**
6. **Take action on trigger events**
7. **Research leads and suspects**
8. **Schedule posts and content marketing ahead of time with social media tools**
9. **Write and share long-form articles monthly**
10. **Expand your prospecting lists with "People Also Viewed" and "Similar Companies"**

The Best Times To Make Contact

- Calling within five minutes of a social post gets a **10 times greater** chance of connection
- Thursdays have a **49% better** chance of making contact than Tuesdays
- Calling at 8 am or between 3-5 pm has a **164% greater** chance of connecting than during lunch or early afternoon



According to InsideSales.com Research

WHAT TO SHARE ON SOCIAL MEDIA

5 Curated Likes and Shares:

- Industry news
- Interesting posts from your connections
- Relevant images and videos

3 Personal and Professional Original Posts:

- Content marketing
- Newsworthy personal events

1 Promotional Call-To-Action:

- Marketing call-to-action to collect leads

Sales & Marketing Alignment



Wrap Up!

Buyers have higher expectations than ever before, and traditional sales strategies and messaging will continue to decline in effectiveness.

To see sustainable growth and continued success Sales Reps & Leaders must adapt and transform into true consultants by:

- **Understanding the Psychology behind the sale and the Different Buyer Personas**
- **Adding value to the conversation – No Pitch**
- **Engaging buyers early on in the process with relevant content**
- **Leveraging sales enablement technology**
- **Always striving to know the what the Customer Needs before.....**



THERE'S NO
SURVIVAL, JUST
EVOLUTION

THE RISE OF THE
MODERN SALESPERSON

Mike Carroll

