



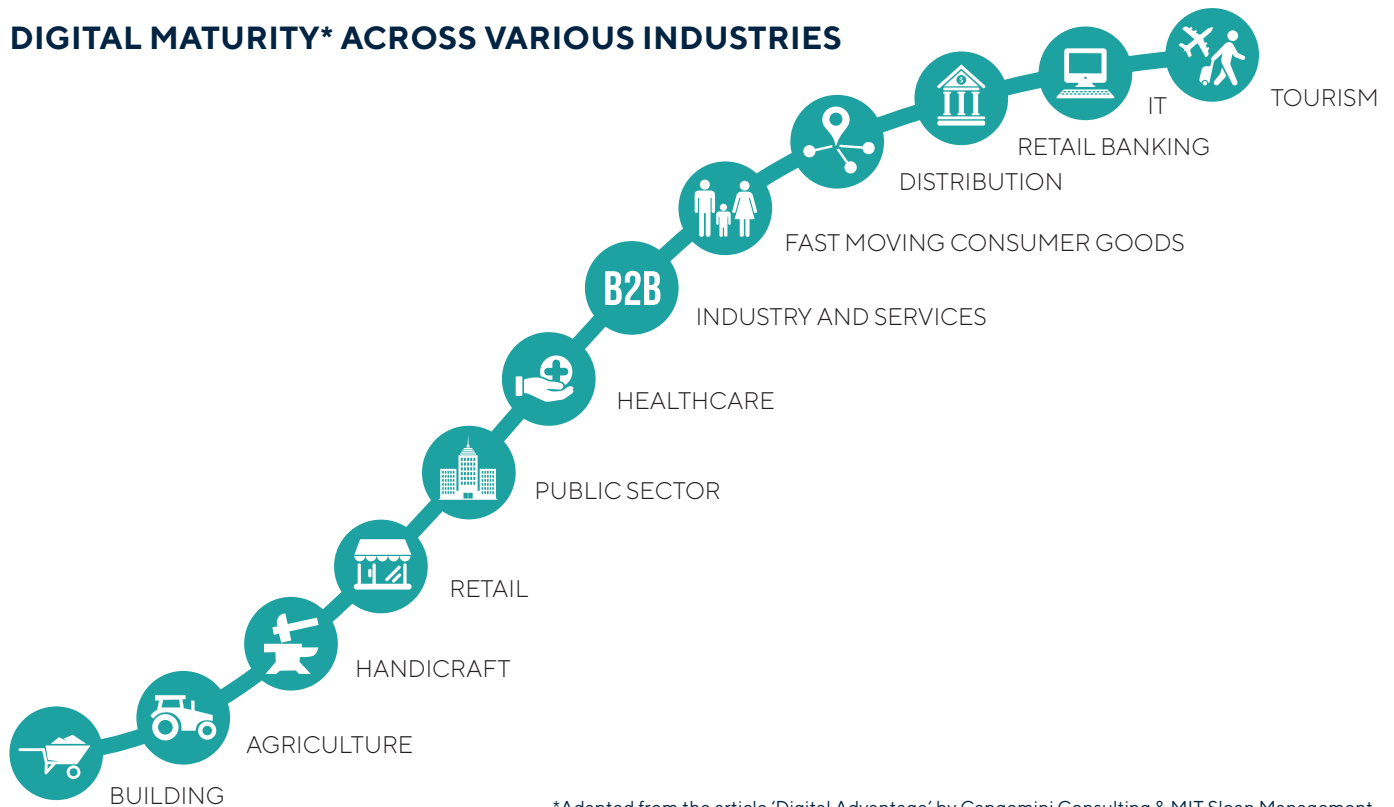
Mercuri International's 3<sup>rd</sup> Millennium Sales Concept will help you pick and practice the skills required to transform yourself into a future proof sales professional.



# WHY THE NEED TO ADAPT?

Quite simply because the digital world has drastically increased the information available to your customers. In turn, customers progress through significantly more of their 'buying journey' before even meeting a sales person. This 'Digital Maturity' also becomes more prevalent across various industries:

## DIGITAL MATURITY\* ACROSS VARIOUS INDUSTRIES



\*Adapted from the article 'Digital Advantage' by Capgemini Consulting & MIT Sloan Management.





# FUTURE PROOFING THE SALES PROFESSION

The sales profession has evolved with the times to meet the changing needs of every passing generation. It is now time, for another wave of change. The difference - this is not a gradual evolution. This is transformation. Even as technology transforms the way Customers buy, it also calls for sellers to transform the way they sell. Those who heed this call and are willing to transform, will ride this wave, taking their careers and organizations to greater heights. As Alvin Tofler predicted many years ago "The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn".

## THEN - The Traditional Approach

### THE BUYING PROCESS

10%

CONTACT

NEED

PROPOSAL

CLOSE

1. ESTABLISH CONTACT
2. IDENTIFY THE NEED
3. DEVELOP PROPOSAL
4. CLOSE THE SALE

## NOW - The 3<sup>rd</sup> Millennium Approach

### THE BUYING PROCESS

57%

1

2

3

4

5

- 1 Introduction:** Connect and guide your contact
- 2 Diagnosis:** Assess the sales situation
- 3 Discovery:** Understand and influence the customer to transform his/her needs into opportunity
- 4 Persuasion:** Convince the customer that your solution is the best for them
- 5 Close:** Get the customer to commit to your direction

## CONSIDER THESE STATEMENTS:

- 57% of the customer buying journey is completed digitally before the first serious engagement with a sales person, said CEB & Google in their 2011 study - Digital Evolution in B2B Marketing. (Since revised to 67% in 2014).
- Research shows that the 80% of the sales community using social media is more efficient than those who do not use social media (LinkedIn State of Sales 2016).
- Mercuri International's Sales Excellence Survey 2017 found that top performers reported significantly higher levels of leveraging a fully functional CRM tool and use of social media for Customer communication. And, the importance of leveraging social media is seen to increase substantially in the future, by all respondents across the performance spectrum. The survey responses clearly reveal digital tools are and will be even more critical for sales success.







## ESSENTIALS OF SELLING WILL REMAIN BUT THEIR APPLICATION WILL CHANGE DRAMATICALLY

There are several research studies predicting displacement of sales jobs in vast numbers (1 million in US: Forester Death Of a (B2B) Salesman 2015), while others predict an increase in the sales arena (The Future of Jobs: World Economic Forum Davos 2016). The good news is, all agree that one category which will only grow would be the Sales people who integrate subject matter expertise with formidable sales skills and strong digital competence. The future of salesmanship **in the 3<sup>rd</sup> millennium is with those who will leverage technology and reinvent their sales processes to meet the expectations of the new digital age Customer.**

## HERE ARE FACTS THAT NO SALES PROFESSIONAL CAN IGNORE ANY LONGER:

- **The detection of prospects in 'buying mode'** via the internet will supplement conventional ways of qualification and targeting.
- Leveraging the **'online engagement tunnel'** to avoid unproductive phone calls to indifferent prospects.
- **Being present during Customer's 'online' journey**, among others, through social selling will serve to increase credibility and number of leads, and will exercise influence even before Customer is met face to face.
- **The analysis of the profiles of prospects on social networks** allows to know them even before having met them, and more importantly to build relational bridges.
- **Sectoral analysis on the internet** provides credibility and relevance to the salesperson right from the first contact.
- **An offer integrating online video and customer testimonials** will have a much higher impact versus the traditional 'offer' sent by mail.
- **An economical simulator, appropriately configured and used**, would add to the salesperson's power in countering the standard "you're too expensive" objection.
- **In competitive selling** situations, new ways to cope with resistance and strong convincing skills will be keys in the persuasion process.
- **And finally, the use of distance selling tools** will in many cases allow for a doubling of the 'active sales time' with the same headcount.



Sales Professionals are challenged by a world where there are multiple ways to buy than ever before. This calls upon them to rise to the occasion with multiple ways to sell. The 'one size fits all' approach does not work anymore. Those who fail to face this challenge will dinosaur to their own peril.

To survive this challenge is to belong in the world of the 3<sup>rd</sup> millennium sales professional - the world of the suave, charismatic and tech savvy sales champions.

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## THE 20 REQUIRED PRACTICES TO SUCCEED IN THE 3<sup>RD</sup> MILLENNIUM:

### THE BUYING PROCESS

57%

Contact

Diagnostic

Discover

Persuasion

Close

- |    |  |    |  |
|----|--|----|--|
| 1  | Use the web in order to identify & target prospects  | 11 | Master storytelling to convince  |
| 2  | Master social selling in customer acquisition  | 12 | Build and use impactful one 2 many   |
| 3  | Multiply leads quantity & quality with a 'free-mium' offer   | 13 | Master using tablets   |
| 4  | Increase sales efficiency by mastering the engagement funnel   | 14 | Master web meeting to present a solution, an offer or to follow-up a project |
| 5  | Align the sales process with the buying process, the buying journey and the 3 types of need triggers | 15 | Master competitive selling   |
| 6  | Use the web to prepare contact   | 16 | Build impactful documents / offer to read on pc or tablet                    |
| 7  | Connect with contact through social media  | 17 | Manage new types of objections   |
| 8  | Diagnose the buying situation  | 18 | Master live and remote communication tools                                   |
| 9  | Use new tools and techniques discovery   | 19 | Build loyalty through social media   |
| 10 | Build and master the 3D argumentation  | 20 | Master multiple sales models   |

# MERCURI INTERNATIONAL'S 3<sup>RD</sup> MILLENNIUM SALES CONCEPT

## COMPONENTS:

**Understanding the new buying behaviours:** The Buying Process and the buying Journey | The evolution of the customers buying journey | The typical B2B buying journey | Key success factors for different types of purchases (Forced, planned, stimulated) | The importance of the 'ZMOT' | Analyse the selling situation in order to choose the right sales model.

**Being present on the online buying journey of the customer:** Digital selling versus social selling | The social Selling trends | Aligning Social selling with the individual and company sales process | Finding the right person | Building brand | Engaging with insight | Building relations.

**Successful first contact:** What you should and could know about the interlocutor and his/her company before the first meeting | The 3 best preparation websites | Create personal and professional connection | Presentation of your company: storytelling.

**Understanding the contact.. expectations, challenges and needs:** Diagnosis of the selling situation (Need Trigger, maturity, autonomy and preference) | Use discovery tools: questions that invite to talk, convictions that generate reactions, discovery funnel | The questions not to ask | The Digital Discovery Tools, Google searches | The Differentiated Discovery: Investigating the relevant topics according to the selling situation.

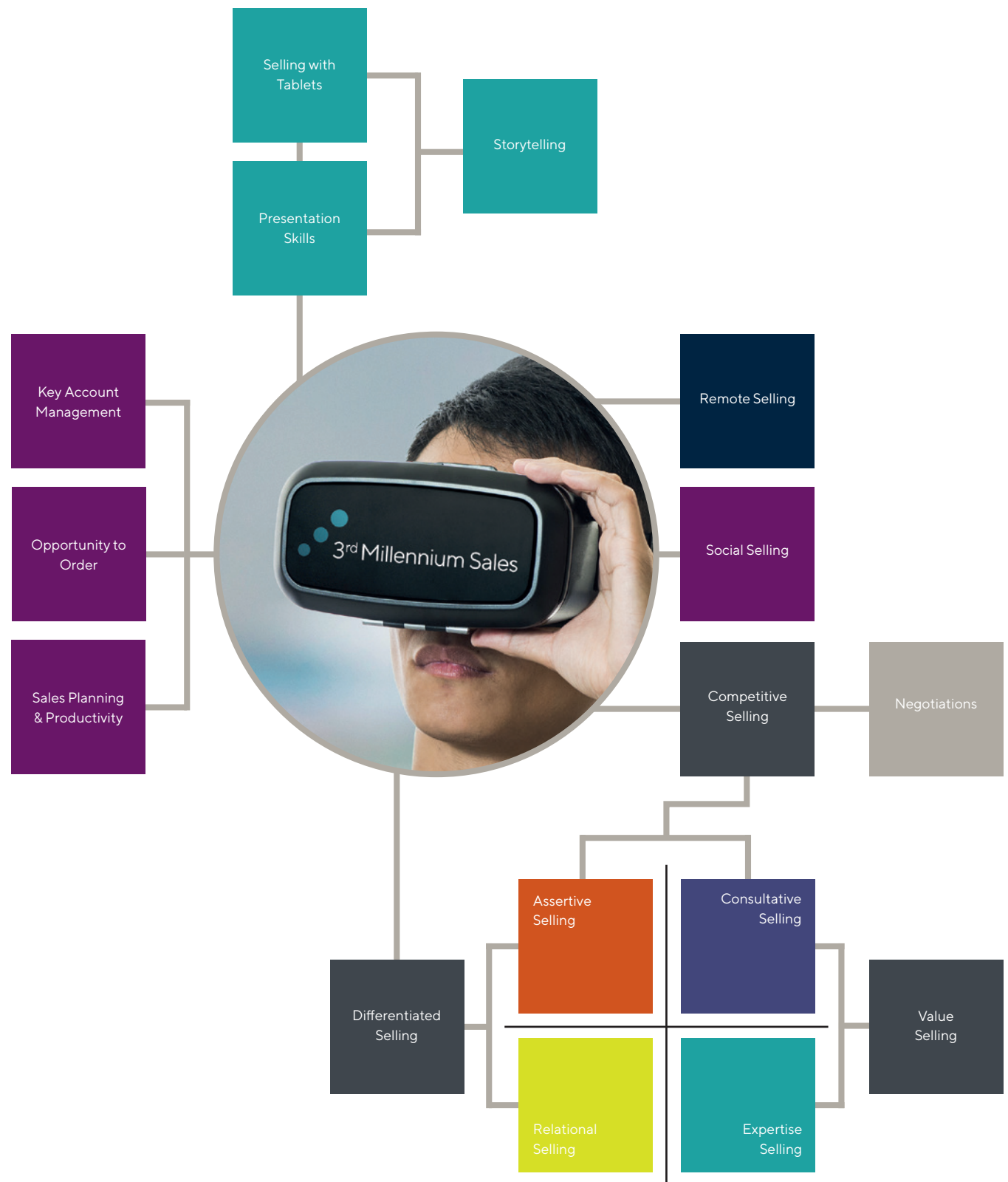
**Preparing the proposal and argumentation:** The differentiated sales strategies according to the situation (answer the expectations, alternative bids, global offers ...) | Adaptation of attitude (empathic or assertive) according to the triggers, the interlocutors, the sales situation | The "competitive sales" or the art of making the difference.

**Presenting and defending the proposal:** The face to face presentation and 3D argumentation (Relational, Rational and Emotional) | The presentation of the price and the protection of the margin | Increase impact through media and design (4 principles of design and slides) | The art of animating a sales presentation (connections, storytelling, flow, handling objections, closing techniques and call-to-actions...) | The quotation and the written offer: printed or digital form? Make the right choice and know the specific rules.

**Overcoming resistance and closing the deal:** Handling objections on a professional way | The impact of Internet on customer's resistance: before, during and after Human interface | The price objection: new forms and adapted treatments | When Internet becomes an ally to handle objections and to close deals.

**Mastering life and remote communication tools:** Mails with impact | The professional phone call | The Phone conference | The Voice Mail generating high response rate | The professional Web meeting | Selling with Tablet.

# INTEGRATION WITHIN THE MERCURI INTERNATIONAL OFFERING





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international



Mercuri International is one of the world's largest sales performance consultancies. We have more than 50 years' experience in helping companies implement strategies and achieve powerful sales results around the world.

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