



**Accelerate  
sales**

**Align Process**

**Achieve  
Productivity**

September 10, Chicago, IL [www.sales20conf.com/chicago](http://www.sales20conf.com/chicago)

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- **100,000 subscribers in 67 countries worldwide**
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# 7 Trends in Selling



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# 1. Conversation Economy



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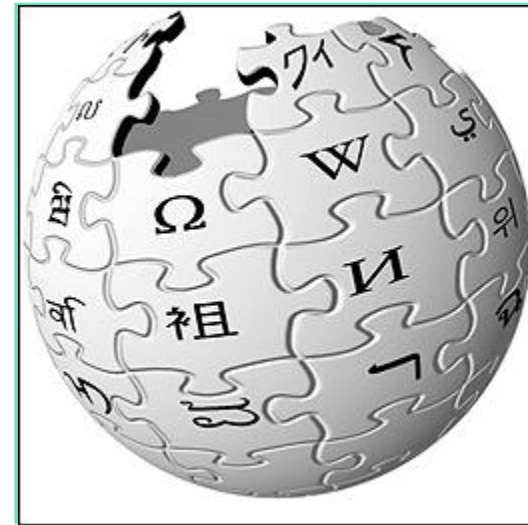
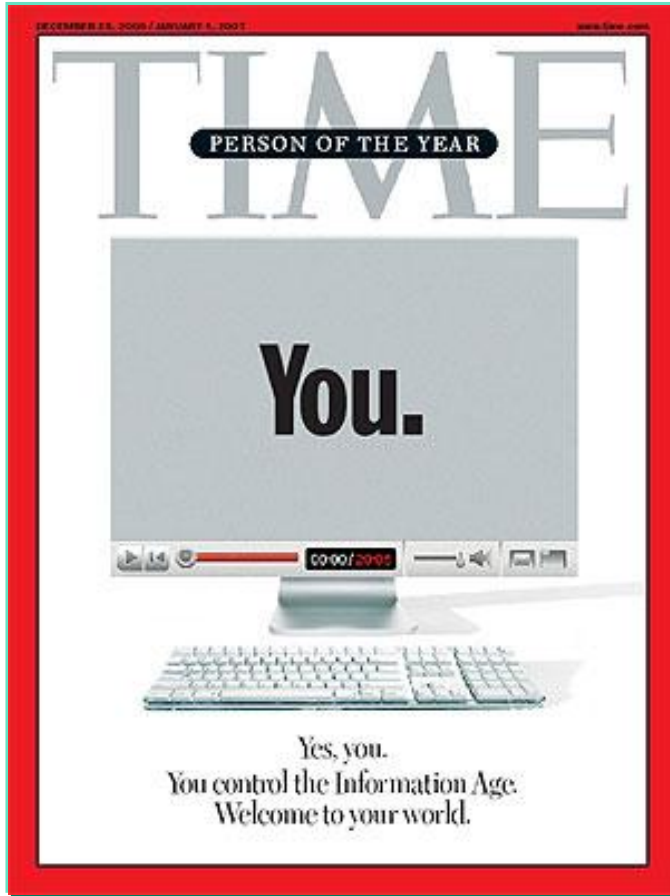
## 2. Transactional Selling



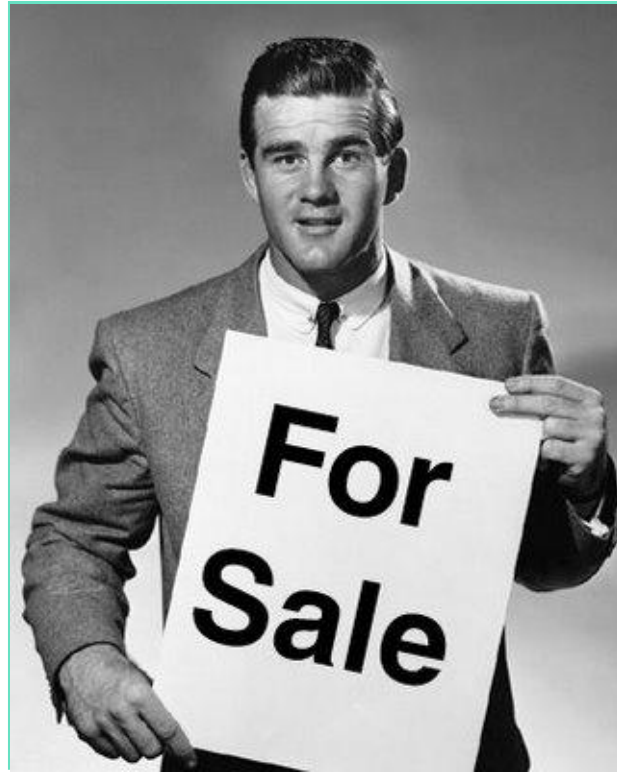
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# 3. Co-creation



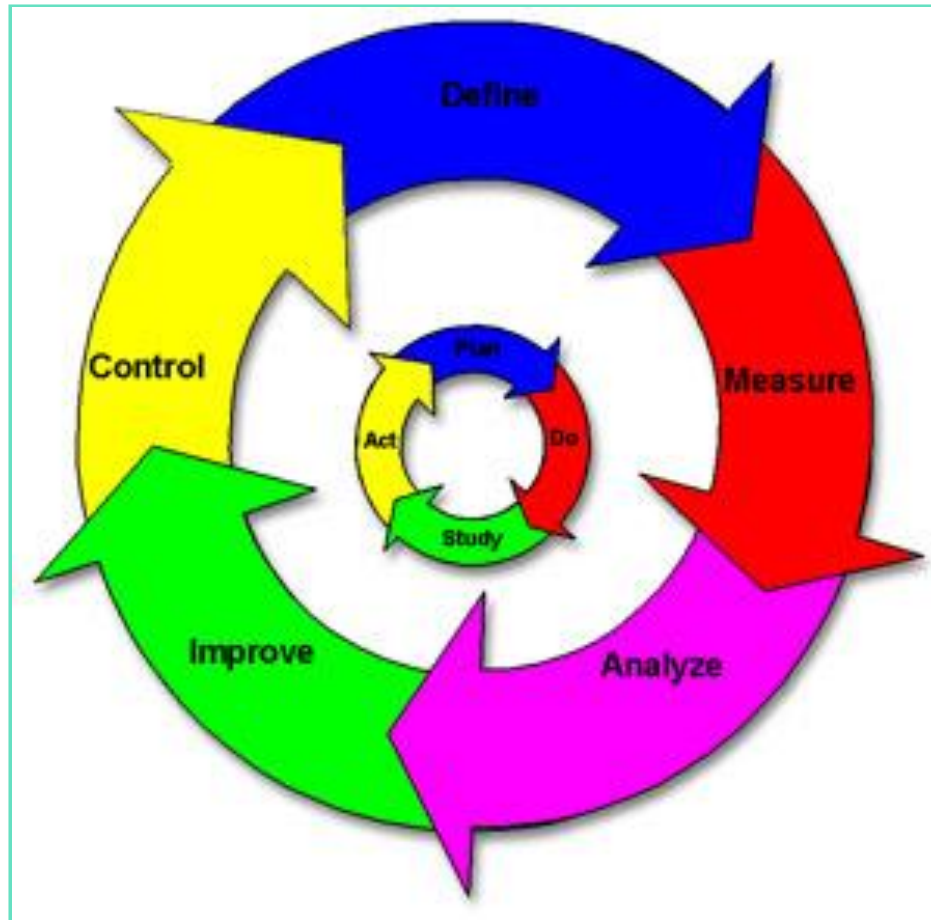
## 4. Definition of “selling”



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# 5. More science - TQM



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# 6. Customers create companies



# Companies co-create

my  
STARBUCKS IDEA

SHARE.  
VOTE.  
DISCUSS.  
SEE.



GoodGuide *beta*  
Find Safe, Healthy, and Green Products



Dell on Twitter : Follow Us



“Learn from your customers instead of learning the hard way – losing sales”

(Harley-Davidson)



# 7. Sales 2.0 = Key to recovery



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# Dead ideas are alive and **dangerous**

- **If we can insure risky mortgages, we can sell more homes**
- **Knowledge and skills = success**
- **Companies know best what customers want**



# Change vs. Irrelevance?

**We cannot risk becoming comfortable with “time tested and proven ideas” on how the world works**



# The old ways of Selling are dead

- **Cold calling is dead**
- **The traditional sales funnel is dead**
- **Sequential calling is dead**
- **Lead response delays are deadly (MIT Study)**
- **The sales pitch is dead**
- **Reinventing sales information is dead**



# The old ways of selling are dead

- **Calculating commissions with spreadsheets is dead**
- **Typing call reports is dead**
- **Delays in getting a signature is dead**
- **Management by hunches is dead**
- **Sales and Marketing silos are dead**



# Face-to-face is alive and well

- **87% of executives said that when it comes to creating the relationship and closing business, face-to-face is a superior strategy.**



# Stuck in the Delay Economy?

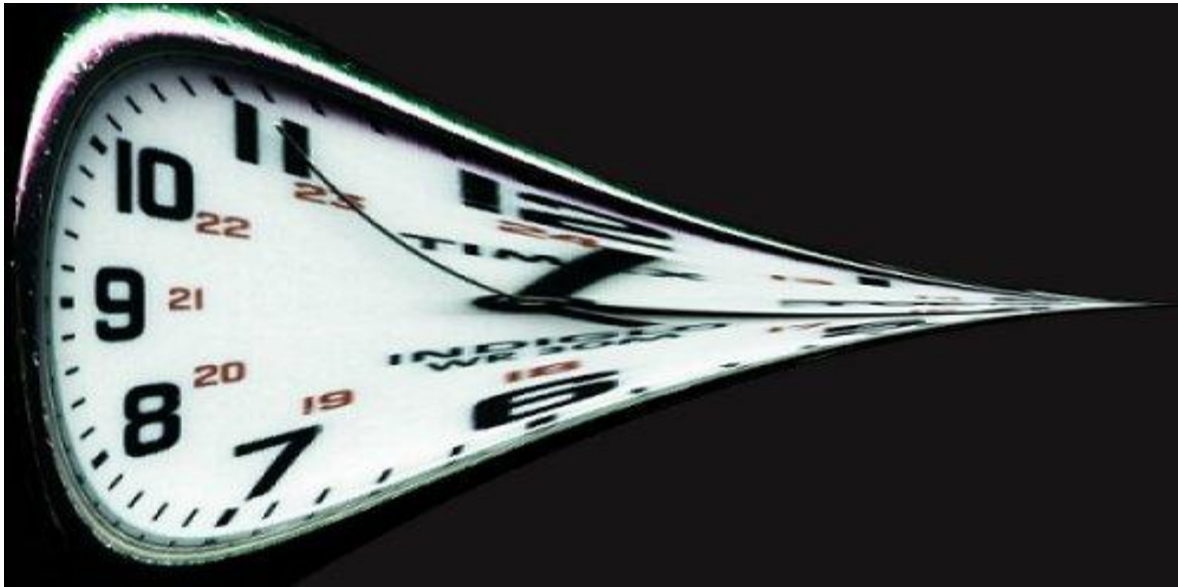


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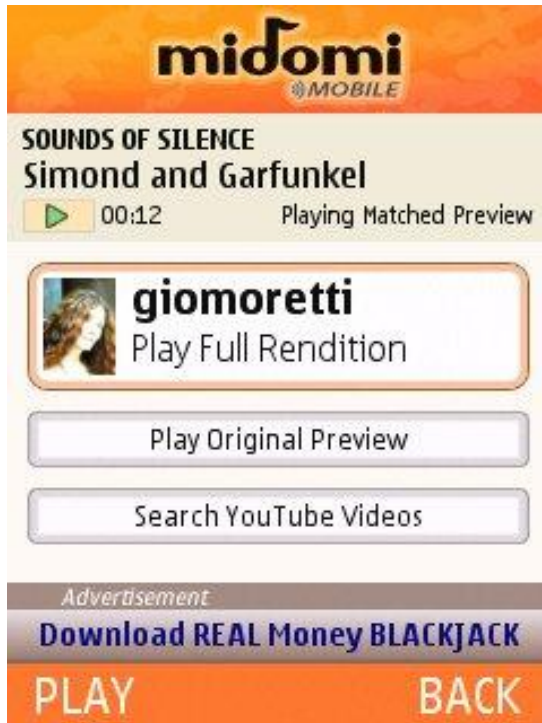
# Time Shift

The **Delay Economy** is disappearing



The **Real Time Economy** has arrived


# Real time information



**midomi**  
MOBILE

**SOUNDS OF SILENCE**  
**Simond and Garfunkel**

00:12 Playing Matched Preview

 **giomoretti**  
Play Full Rendition

Play Original Preview

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PLAY BACK



twitter



# Real time information

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WIRED TechCrunch The New York Times AP Associated Press

Done

3 Firefox Microsoft PowerPoi... Document1 - Micro... 4:40 PM



# Do you bring a kitchen knife to a gunfight?



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# What is Sales 2.0?

**“Sales 2.0 combines  
customer-focused **processes**  
with Web 2.0 productivity  
**technologies**  
to enhance the art and science of  
selling while creating  
**customer value”****



# Sales 2.0 is about *Alignment*

- With the prospect's buying process
  - Throughout buying and lead lifecycle
  - Across sales and marketing
  - About goals, definitions and responsibilities
- ...that *achieves* broad revenue improvements.



# Sales 2.0 is about *Collaboration*

***Transform* Sales and Marketing to be revenue-focused by...**

- **Approaching the customer when they are ready**
- **Extracting timely and relevant insights**
- **Sharing customer intelligence across marketing & sales**
- **Leveraging online solutions and Sales 2.0 best practices**

**...to *sell* more effectively to better informed prospects.**



# Sales 2.0 is about *Acceleration*

Optimize every phase of the sales funnel by...

- Driving qualified prospects, faster into the top of funnel
  - Connecting with the *right* prospects at the *right* time
  - Prioritizing the most promising/interested prospects
  - Determining “the why” of the purchase
  - Understanding the characteristics of successful deals
- ...to accelerate sales velocity and volume.*



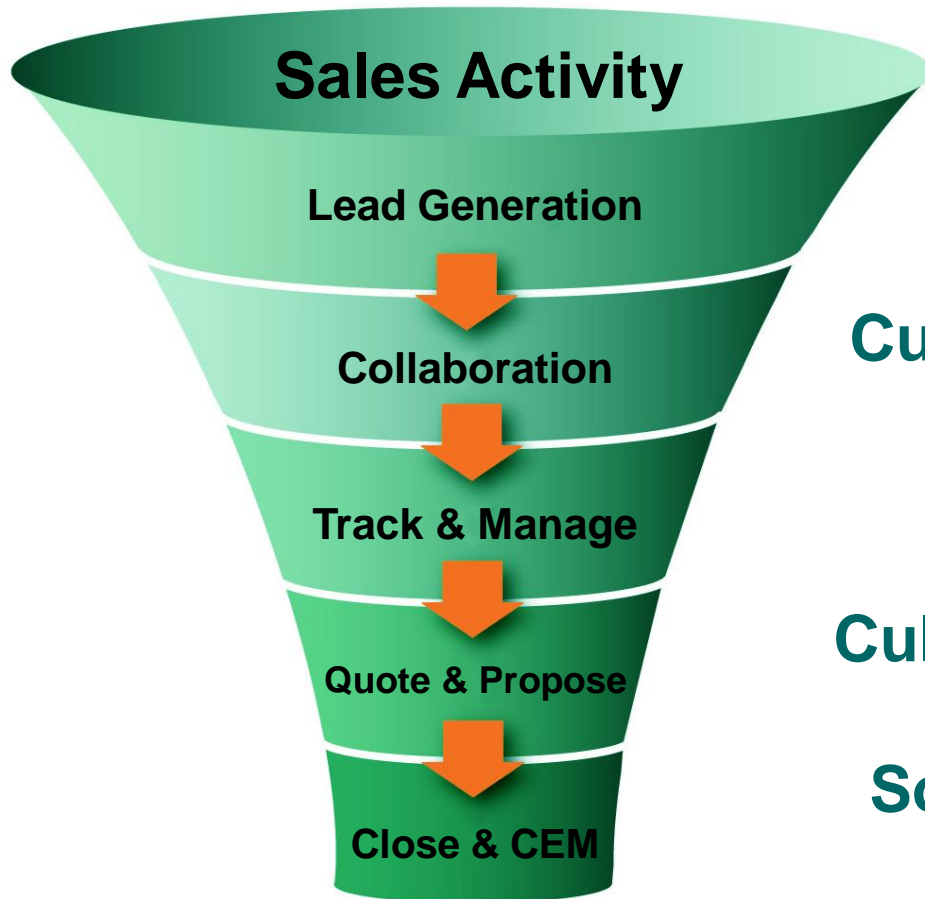
# Sales 2.0 is about *Measurement*

Establish a “Culture of Measurement” by...

- Focusing the “lead-to-opportunity conversion” equation
- Performance monitoring for the right behavior in sales at the right time
- Analyzing effectiveness of both the sales and marketing...to *increase* accountability and *reduce* the cost of sales.



# Sales 2.0 Agenda



**Lead Management**

**Customer Engagement**

**Sales Process**

**Culture of Measurement**

**Social Networking 2.0**

