



THE MAGAZINE FOR MARKETING STRATEGISTS

The Brave New World of Sales: Responding to Shifts in the Buying Model

Thursday, January 7, 2010

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Welcome

Bob Felsenthal
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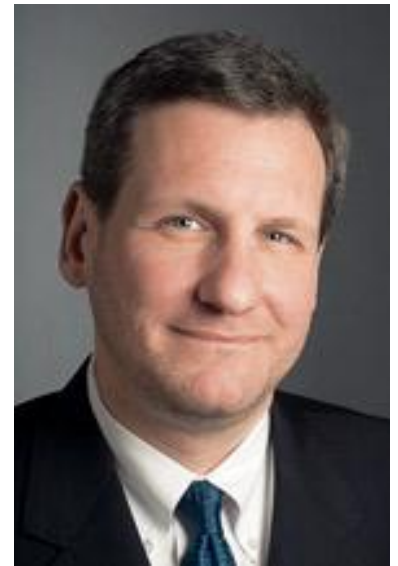


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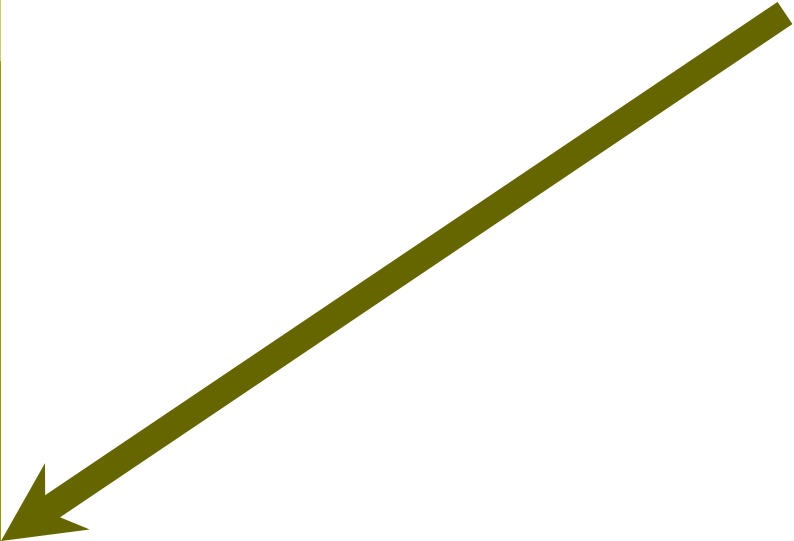
Ellis Booker

Editor, *BtoB* & *Media Business*



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Submit Questions



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Responding to Shifts in the Buying Model

CHALLENGE: A more discerning and educated buyer has lengthened sales cycles and puts more pressure on Sales and Marketing professionals.



Today's Panel

Anthony Anticole

Director

Corporate Executive Board

Steve Woods

CTO

Eloqua

Live Polling Question

When it comes to prospects/customer teaching, we do [select one]:

- None
- Very little
- Some
- A great deal
- This defines us

Anthony Anticole

Director
Corporate Executive Board





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SALES LEADERSHIP ROUNDTABLE™

Differentiating the Purchase Experience

Transforming Customer Interactions
into Teaching Opportunities

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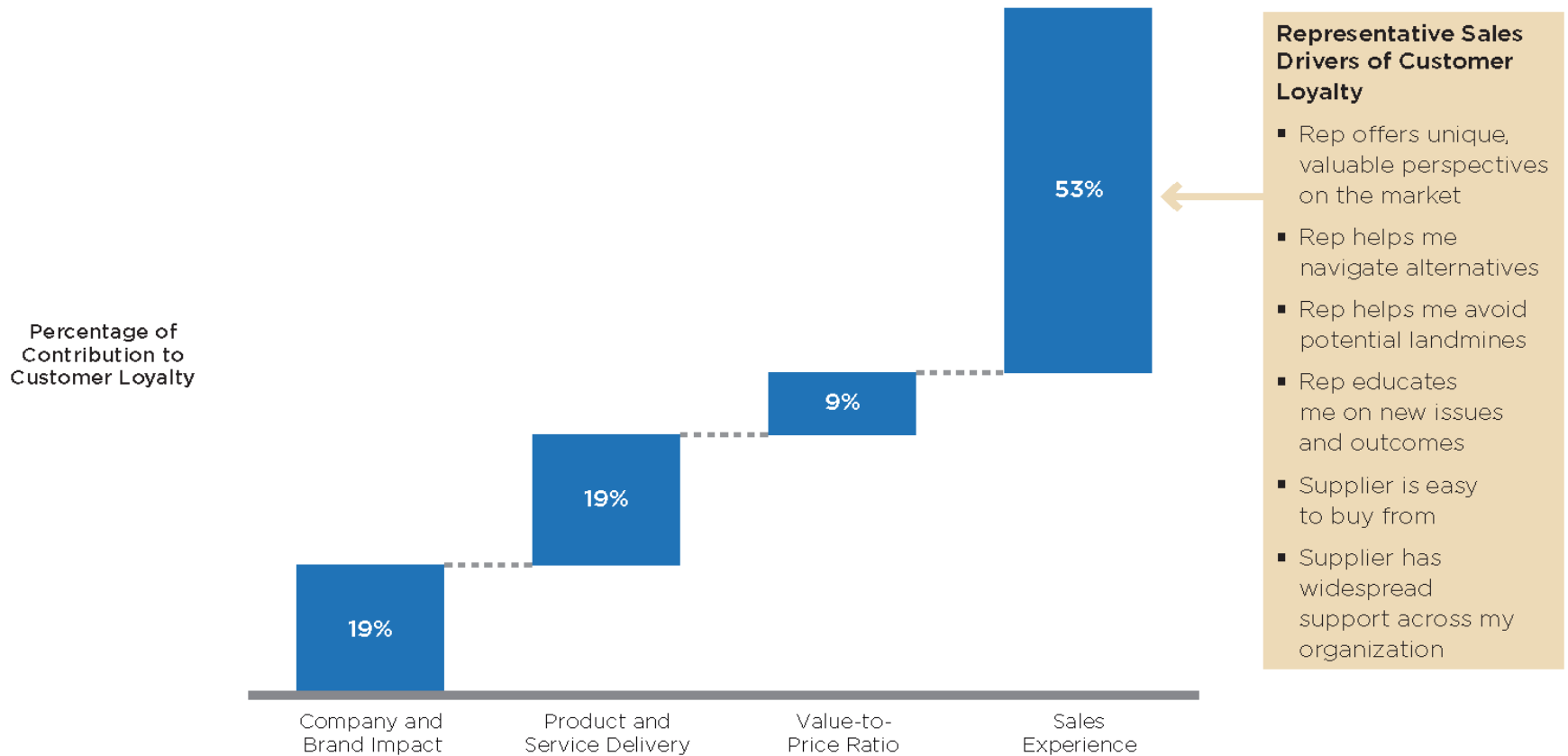
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MAKE ME SMARTER

Drivers of Customer Loyalty



n = 4,960 B2B customers of 24 companies.

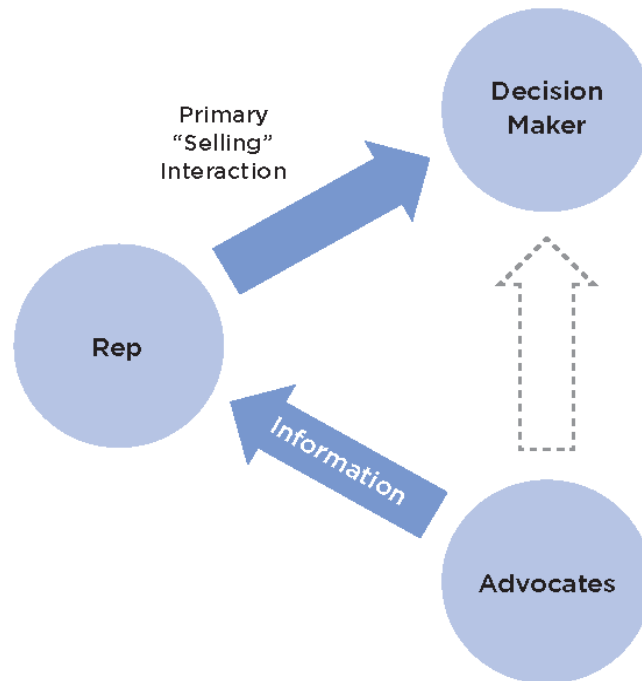
Source: Integrated Sales Executive Council research.

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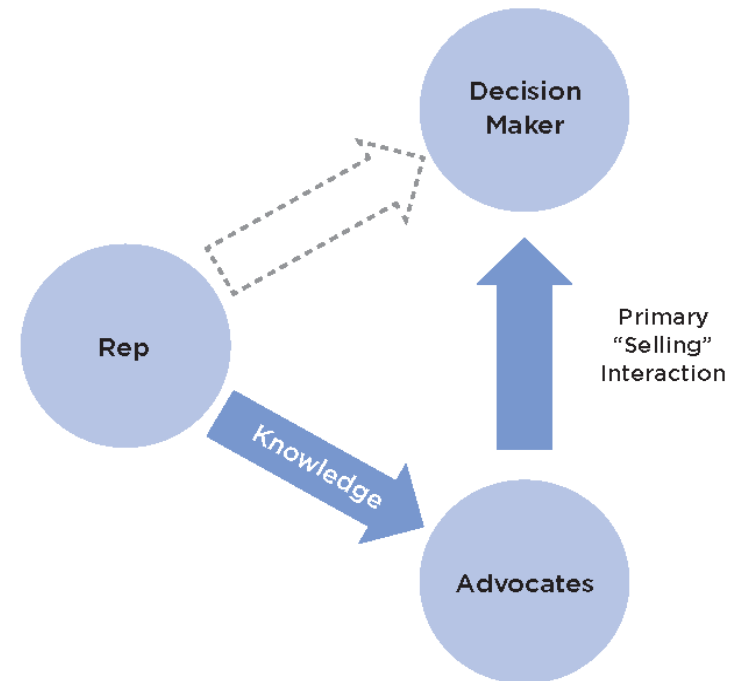
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THE NEW PHYSICS OF SALES

Traditional Model for Loyalty-Building Sales Interactions



Emerging Model for Loyalty-Building Selling Interaction



Source: Integrated Sales Executive Council research.

NOT JUST ANY TEACHING



Commercial Teaching Attributes

COMMERCIAL TEACHING

Definition: Reframing the way the customer assigns value to the areas where you outperform your competitors.

Commercial Teaching has to...

1. Lead to Your Unique Strengths

Why?

Teaching that is equally relevant to other suppliers does not further customer appreciation for your unique strengths and therefore does little more than create goodwill.

2. Challenge Customers' Assumptions

Why?

Sharing information that is simply new or voyeuristically interesting fails to grab mind share and "stick" with customers.

3. Catalyze Action

Why?

Without sufficient pathing toward a solution for customers' problems and a prescription for action, teaching fails to further the sales cycle.

4. Scale Across Customers

Why?

The costs of developing and delivering one-off teaching content are a burden on the organization and not economically viable.

Source: Integrated Sales Executive Council research.

LAST THINGS LAST

B2B Case Example: Volvo Trucks

Feature-Oriented Interaction

"Our 2,092 square inch, one-piece windshield will improve driver visibility, saving you money by reducing the likelihood of an accident."



Features-Selling Rep

- Leads with value of product features
- Focuses conversation on known customer needs

Before
Leading *with*
Unique Strengths

Differentiator Messaging Workshop

"Customers underestimate how much unsatisfied, unengaged drivers cost them."




Volvo Truck Differentiators

1. First Choice of Professional Drivers

Teaching-Oriented Interaction

Impact of Driver Shortages	
Annual Driver Turnover:	130%
Recruitment & Training Costs Per Driver:	\$7,000
Total Annual Spend for Fleet Carrier with 200 Drivers: \$1.8 million	



Teaching Rep

"I'd like to talk to you about the costs associated with driver turnover..."

- Leads with issues costing customers money
- Tells customers something they don't know about themselves
- Concludes with Volvo solution

After
Leading *to*
Unique Strengths

Source: Volvo Trucks North America; Corporate Visions Inc.; Integrated Sales Executive Council research.

KEY TAKEAWAYS



- In the short-term, the customer’s purchase experience is the highest-impact driver—higher than brand effects, product and service delivery, even price—for increasing loyalty.

- In addition, progressive organizations are using advocates more effectively to establish widespread support for their solution.

- The most effective method of differentiating the purchase experience from the competition is to deliver teaching interactions—exchanges (both virtual and in person) that serve to reframe the way a customer assigns value to areas where the supplier outperforms its competitors.

- Teaching must satisfy four requirements to drive commercial outcomes:
 1. Lead to your unique strengths
 2. Challenge customers’ assumptions
 3. Catalyze action
 4. Scale across customers

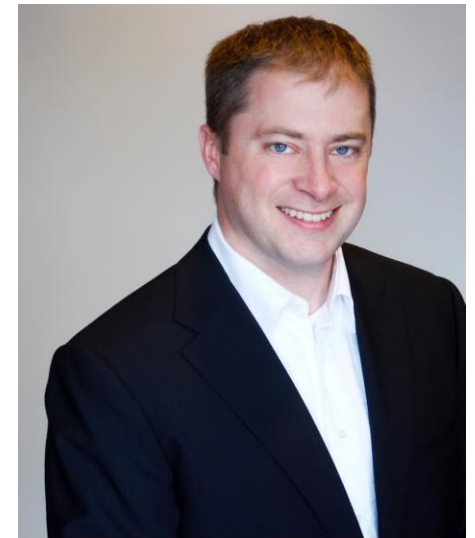
Live Polling Question

What is the top obstacle in implementing teaching [select one]:

- Financial
- Technical
- Time
- Training Materials
- Executive Buy-In

Steve Woods

Chief Technology Officer
Eloqua



COMMERCIAL TEACHING

DIFFERENTIATING THE PURCHASE EXPERIENCE

- Marketing: *Unique value proposition, per segment*
 - Permission to stay in communication
 - Add value at each interaction
 - Understand who is engaged, who is not

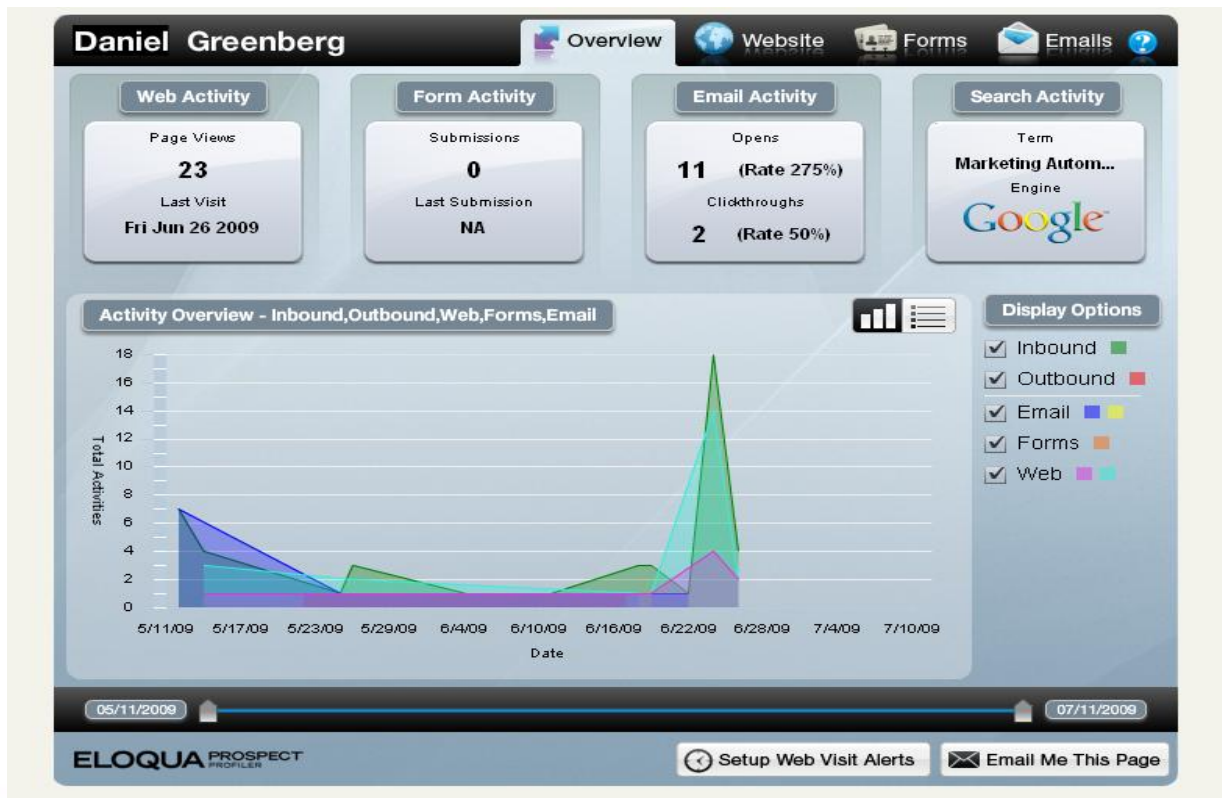
- Unique value proposition
 - Flying car challenge

The screenshot shows the MDM University website with the following content:

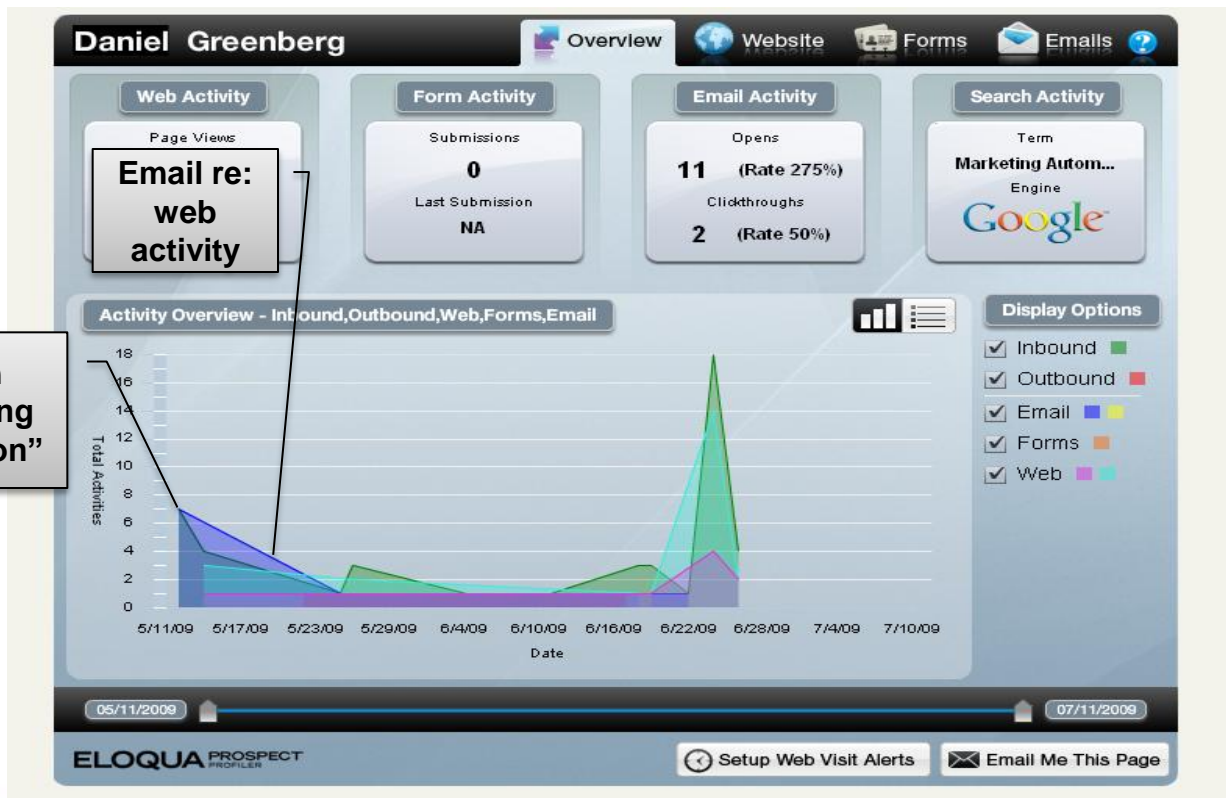
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We offer a variety of live and recorded in-depth webinars on specific topics about the MDM lifecycle, presented by industry experts.
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NEW! John Ladley is presenting a follow-on webinar to his popular Roadmap session from last January. Join us on Tuesday, July 29 at 2pm for Launching an Effective Master Data Management Program.
 - Acute MDM: A Working Prototype in Six Weeks. We're happy to present a five-part webinar series on a new approach to mastering data with Kelle O'Neal of First San Francisco Partners.
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 - Track : MDM Infrastructure
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- Sales: *Sequence and structure teaching interactions*
 - Understanding of current situation is key
 - Three levels of understanding
 - > Individual
 - > Buying Team
 - > Territory

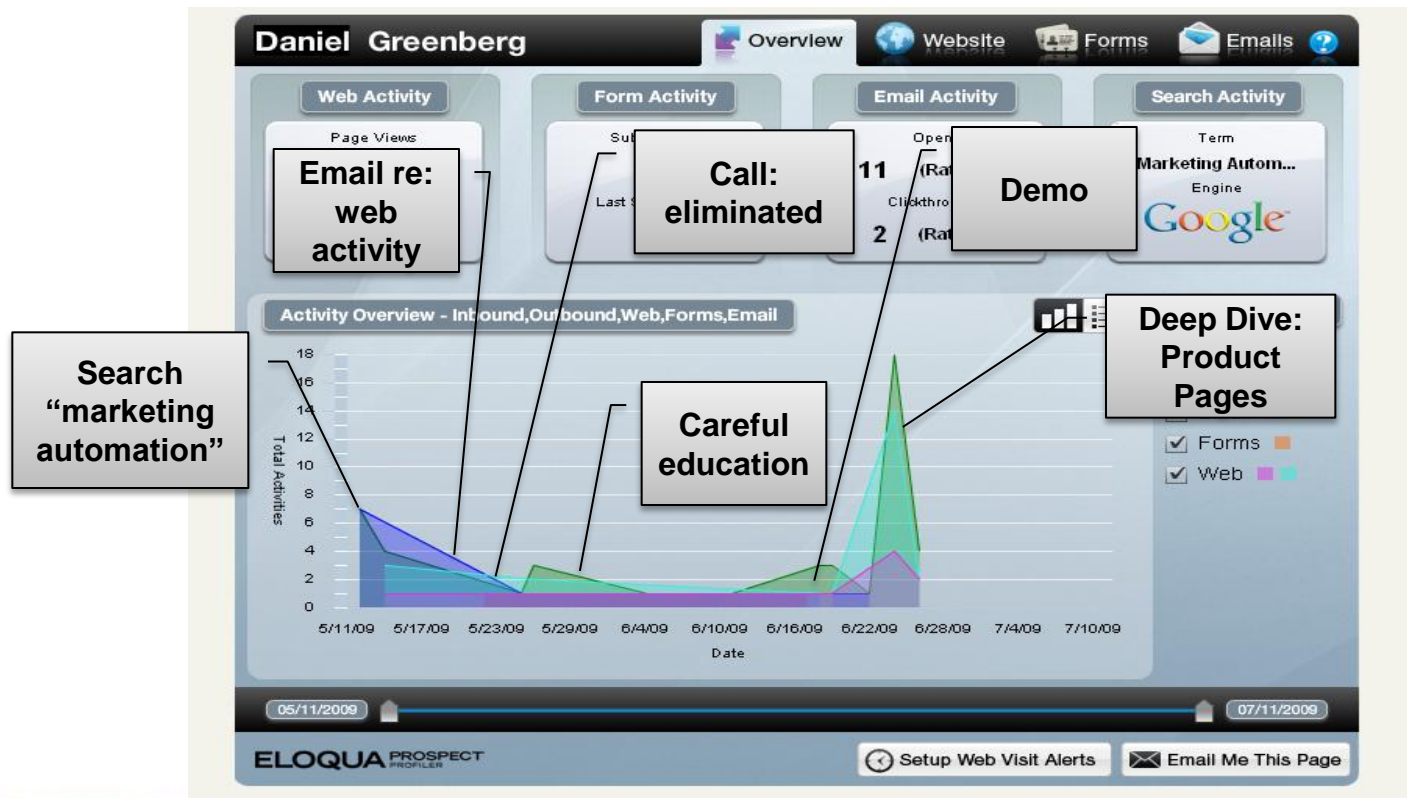
- What knowledge are they searching for?
- What offers of education have they responded to?



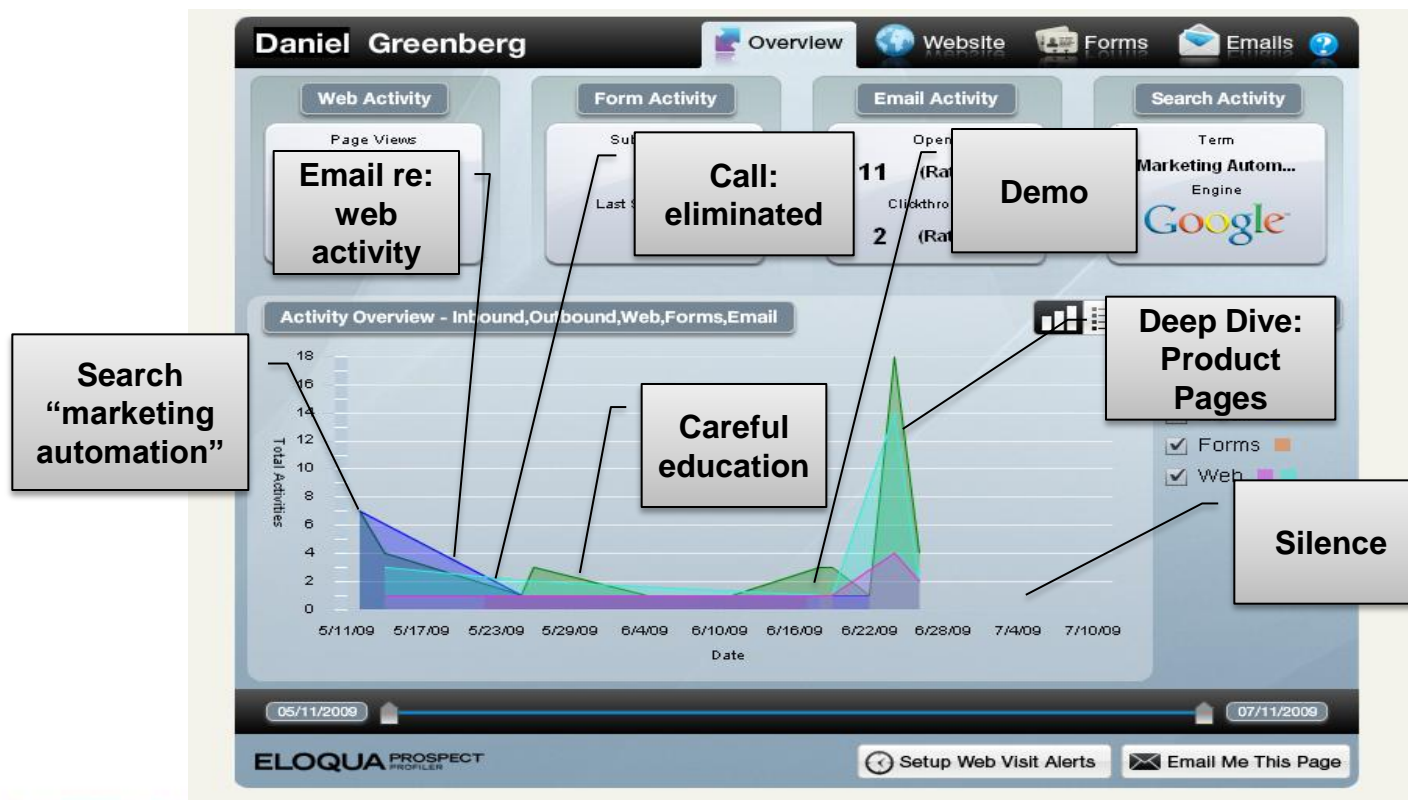
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- What knowledge are they searching for?
- What offers of education have they responded to?



- Who is engaged in an educational experience?
- Who is not?
- Who might be questioning/challenging the education?

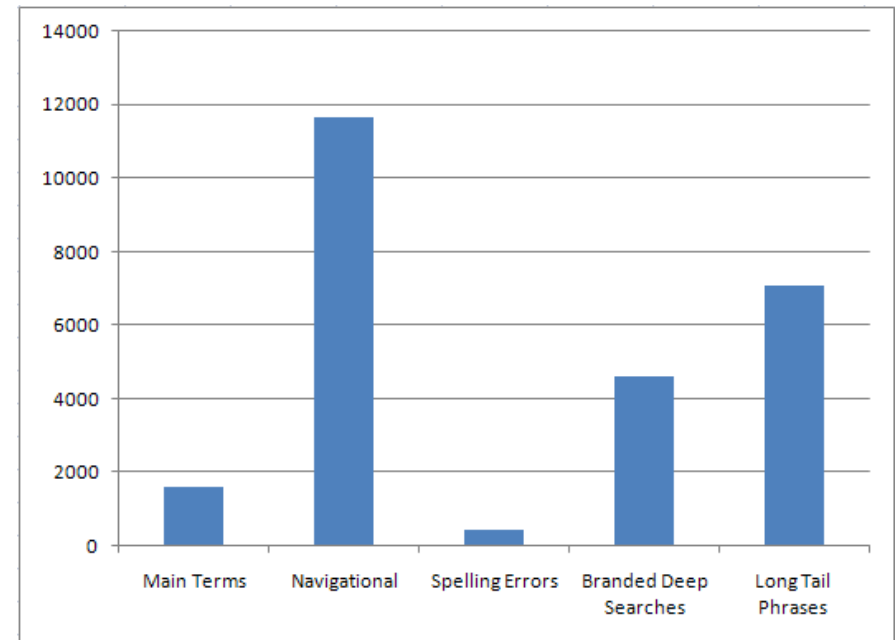
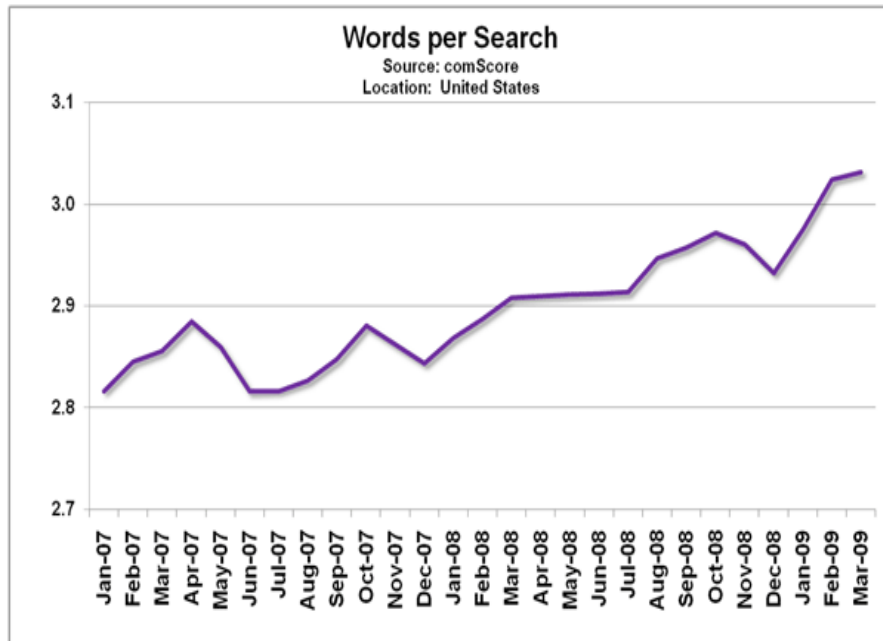
Subject	Created Date	First Name	Last Name	Title	Email
<input type="checkbox"/> Account Name: <u>Webtrends</u> (14 records)					
<u>Website Visit</u>	6/19/2009	Colette	Strachan	Marketing Director EMEA	colette.strachan@questwork.com
<u>Website Visit</u>	6/4/2009	Stewart	Stewart	Senior Marketing Business Analyst	stewart.stewart@questwork.com
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- Which organizations are beginning to self-educate?

My Accounts by Total Explicit Score		My Accounts by Total Implicit Score		My Accounts by Activites (last 90 days)	
Account Name	Sum of LS - Explicit Lead Score	Account Name	Sum of LS - Implicit Lead Score	Account Name	Record Count
Cadence Design Systems, Inc	3,190	Genesys Telecommunications Laboratories	1K	Trend Micro Incorporated	208
TIBCO Software	2,340	Ariba	765	Genesys Telecommunications Laboratories	67
Mentor Graphics.	2,000	RadiSys Corporation	505	RadiSys Corporation	53
Webtrends	1,990	Aricent Inc.	480	Ariba	44
Trend Micro Incorporated	1,850	EFI	455	Aricent Inc.	41
Actuate Corporation	1,830	TIBCO Software	440	Webtrends	39
Plantronics, Inc.	1,760	Webtrends	425	Plantronics, Inc.	35
Genesys Telecommunications Laboratories	1,540	Altera Corporation	355	Tektronix - Beaverton	34
Callidus Software	1,490	Tektronix - Beaverton	330	Activant Solutions Inc	33
FrontRange Solutions	1,440	Keynote Systems	325	Actuate Corporation	31
Altera Corporation	1,375	salesforce.com, inc.	325	Tektronix, Inc.	28
LinkedIn	1,365	FrontRange Solutions	305	Synaptics, Incorporated	28
Coverity	1,300	Macrovision	300	Mentor Graphics.	25
Interwoven, Inc.	1,240	Data Domain	280	Ingres Corp	24
Xilinx	1,230	Azul Systems	280	Cadence Design Systems, Inc	24
Nimsoft	1,210	Synaptics, Incorporated	280	Callidus Software	23
National Semiconductor Corporation	1,190	Coremetrics	280	Good Technology	22
Ariba	1,145	Good Technology	265	Lumenis	22
Ingres Corp	1,120	Silver Lake Partners	260	Saba Software	22
		Activant Solutions Inc	250	ServiceSource	21
				FrontRange Solutions	21

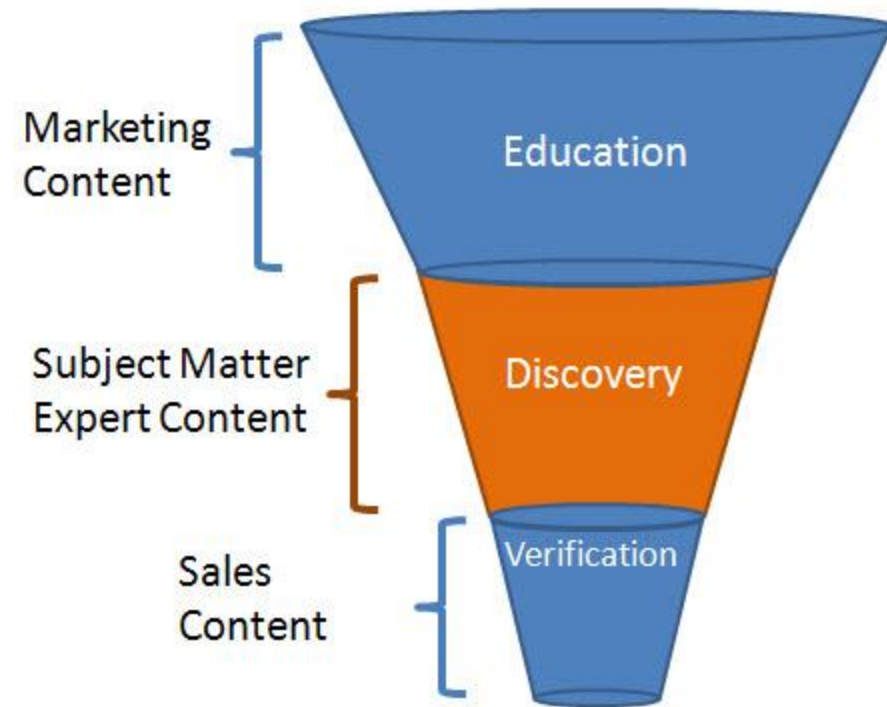
- Advocates: *easily sharable information*
 - What content is being sought
 - How to create that content
 - Social media facilitates sharing

- Search complexity increasing



- Your solution, their business
- Subject Matter Experts
- Non-standard writers

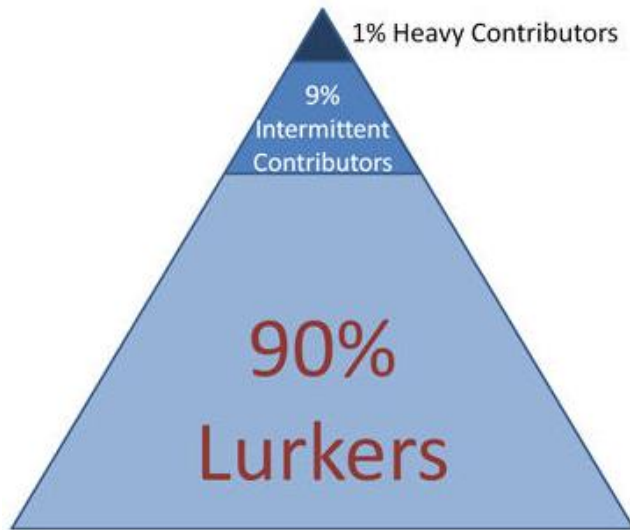
lead source included email forms
lead sharing platform
lead scoring vs. lead nurturing
lead scoring systems
leads manager automation - `web based`
leads monitoring software
leads nurturing software free
leads prospects segmentation



Advocates: Content Creation Asymmetry

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- Most content created by minority of writers
- Most writers are active on social media
- Twitter -> Relationship -> Writing



digitalbodylanguage.blogspot.com

TheSocialNetwork.com
Candid commentary on social networking

Home About Archive Disclaimers

Digital Body Language sees

Noted best-selling author, Steven Woods, gave a language and how we interact now with social media (3rd largest country he attended early).

He focused on Google and Bing as two of the biggest on social media. He says you will increase as if returning any search results.

Every methodology of a discovery sales call asks information on how you can help the business or decision makers report a decrease in time with sales.

MR: Five influencers taking a portion of the decision recommendations from those you trust the most.

If you can't provide more information than Google, honesty is low when giving feedback on web forms.

Buyers of whatever you are selling, even information, need help. You need to keep your message in front of buyers all the time. The data you need to collect information on individuals is free.

Google is his business card, access the higher ranked Steven Woods is a serial killer from Texas. Having a brand/identity is important, ask the TSA guys.

From: Steven Woods

@stevewoods

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Digital Body Language

Reading and Responding to Your Prospects' Buying Behavior in the Web 2.0 World

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Summary

- Educate each segment towards a unique value prop
 - Maintain permission to keep in contact
- Enable sales to educate
 - Understand each buyer's stage of education
- Arm advocates on your behalf
 - Sharable, deep, high quality content



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Q&A

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Additional Information

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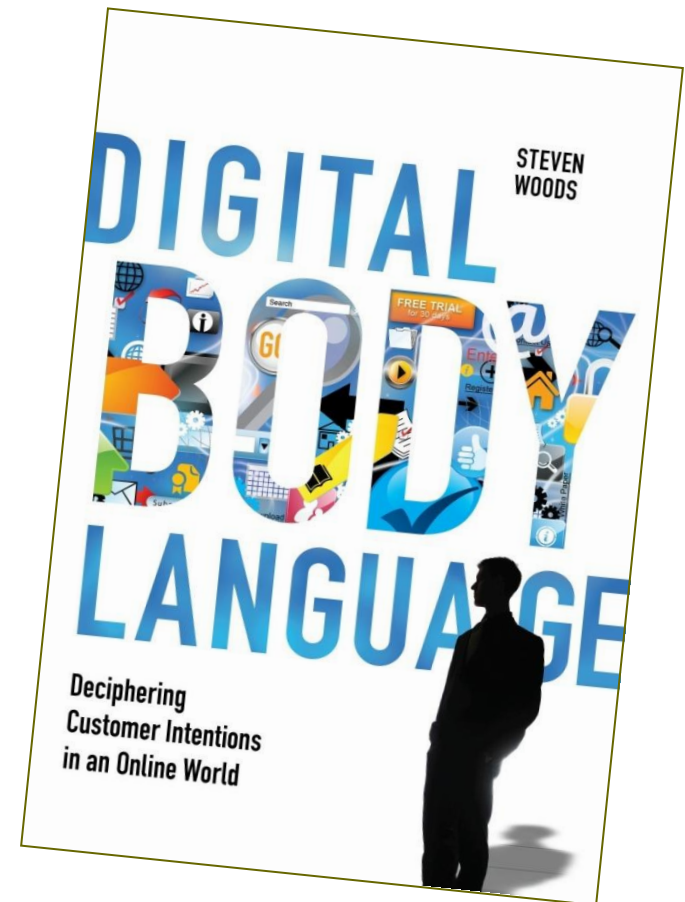
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