



Selling Virtually: Putting the Buyer First

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Meet Your Presenter:



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Agenda

- 1 How the selling landscape has changed
- 2 How to fill pipeline in the era of COVID-19
- 3 Uncovering Buyer Needs

Conventional Sales Tactics are Falling Short

Acquisition

Tactics are destroying trust
and losing deals



2X

More difficult to reach
a prospect than in
2010

Customer

Revenue is exposed
to more risk



7

The average number of
people involved in
purchase decisions

Sales Productivity

Is stagnating

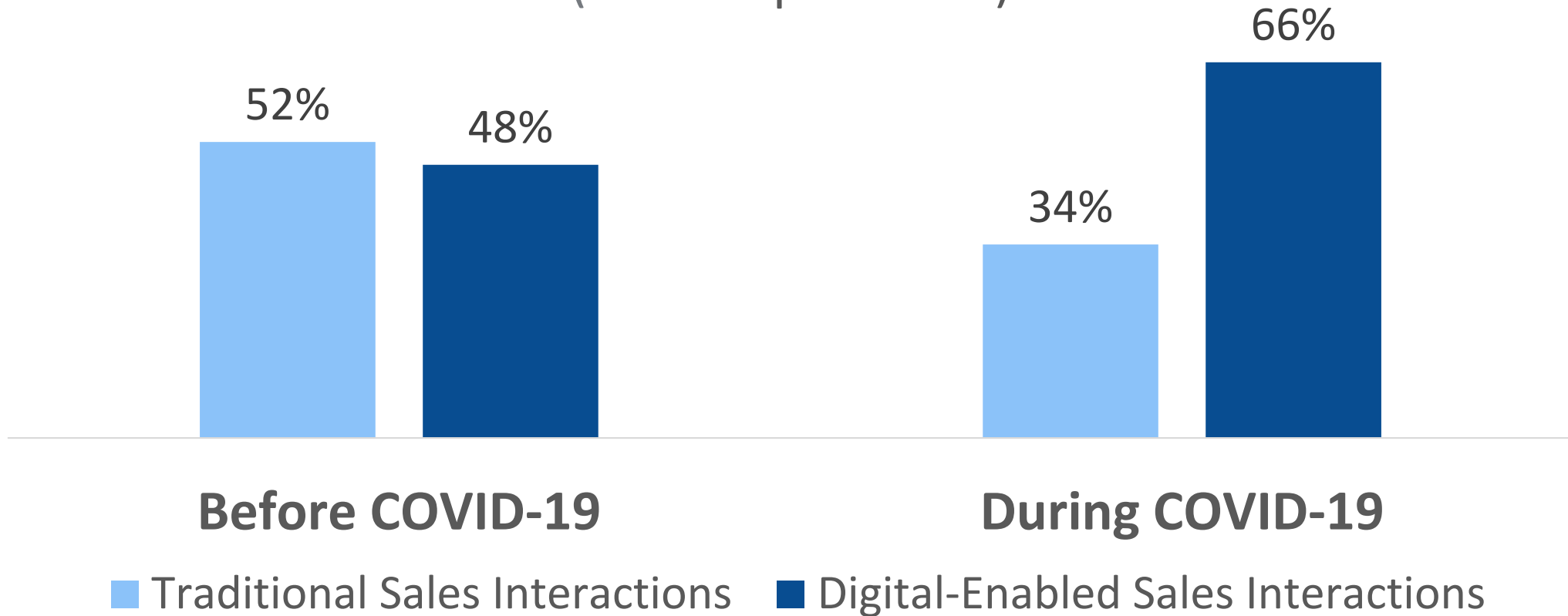


36%

Sales rep time
spent on selling

COVID-19 has accelerated the digital transformation of sales

Which method is more important to your customers
(% of respondents)



Fact or fiction?

The four myths of B2B selling

A recent Bain survey, powered by Dynata, of more than 300 B2B buyers and sellers helps dispel some common misconceptions.



Myth

Fact



- ◆ Field sales reps sell primarily in person

- ◆ **50% of sales interactions were virtual** even before the pandemic due to faster communication and cost effectiveness

- ◆ In-person selling works better than virtual selling

- ◆ **75% of buyers and 54% of sellers agreed**, or were neutral, that virtual is as effective for complex products

- ◆ Virtual sales applies only to small deals or accounts

- ◆ **35% of respondents** have bought or sold products priced over \$500,000

- ◆ Shifts to virtual selling during the pandemic will revert after the crisis

- ◆ **80% of buyers and sellers** believe there will be a sustained increase in virtual interactions

How to get the call:

YOU MUST PROSPECT

How to prepare for the call

Purpose	Why are we have a meeting with this prospect? What is the prospect's understanding of why we are meeting?
Outcomes	What are the desired outcomes for the meeting? What is the "Main Thing" that we need to accomplish?
Intelligence	What are the prospect's external pressure and business objectives and how do they relate to the focus of the meeting?
Needs	What does the prospect need in order to meet their objectives and resolve their challenges? What types of solutions/value are we proposing?
Teams	Who is participating in the meeting? What's most important to each participant in the meeting?
Strategy	What is our strategy to ensure a successful meeting and how will you gain commitment from the prospect?

Hierarchy of business challenges

Existential – “Air”

Competitive landscape

The economy

Disruption / innovation

M&A

2+ year plan

Example: Potential recession

***Less control, big impact**

Strategic – “Food”

External

Go-to-market

Value proposition

Product

Internal

Org design

1-2 year plan

Example: Grow to 40 million

Tactical – “Clothes”

Systems and tools

Activity level

Finding candidates

Hiring cycles

This week/month/quarter

Example: generate 40 leads / day

***More control, small impact**

During the call: turn your camera on!



41%

**Average Close Rate
When Neither Party
has Camera on**



46%

**Average Close Rate
When One Party has
Camera on**



50%

**Average Close Rate
When Both Parties
have Camera on**

Teach & Learn

Building trust

- Human to human
- Make sure everyone is present and ready
- Share the purpose of the call
- Set the agenda
- Explain your goals for the conversation

Teach & Learn

- Share relevant industry insights
- Learn about business challenges
- Build your narrative and use it here
- Qualify and quantify pain

Align

- Summarize learnings and confirm what you heard
- Align customer challenges to SN value proposition
- Introduce the pilot as a way to validate the SN value proposition

Prescriptive close

- Discuss the decision-making process (who/what/how)
- Prescribe next steps
- Gut check

Why Teach & Learn

Strategic

We understand the prospect's business strategy. Prospect believes that implementing your product aligns with a high priority strategic business objective(s).

Business Case

Collaboratively create a business case for how we can solve a prospect's problem and create value. Prospect believes that the cost of your product is justified by the projected ROI, tied to their business objective(s).

Commercial

We have proposed and aligned on the best commercial option for the prospect's business.

Teach & Learn – what does it sound like?

Existential

How would you describe your competitive landscape?

How has your market changed in recent years?

In your market, we see...

Your competitors are doing...

Come with your own perspective!

Strategic

Why do your customers choose you over competitors?

Where is the biggest opportunity in your target market?

Other strategies we typically see are...

Here's how a similar customer approached that...

Commercial

How are you solving for X (what your product solves for)

What experience do you have with other vendors?

Here's a feature of our product...

This is how we fit in X

Happy Hunting.