

## Introducing Sales 2.0 Concepts

Most companies in the UK are using the Sales 1.0 model. Sales 1.0 is the traditional model for selling enterprise hardware and software >£150K to G2000 corporations and it's a valid model for servicing those customers.

The Sales 2.0 model is about servicing customers outside this market...the SMB's. Sales 1.0 is an inefficient model to address this market, and perhaps this is a contributing reason why according to CSO Insights\*, sales quota achievement globally is only 59% and declining. Another factor affecting low quota achievement could be the declining effectiveness of the VAR model. VAR's are good at servicing and installing accounts, but not so good at selling new technology.

The Internet has changed the buying-selling game. Since the Millennium, Google and other search engines have empowered buyers, so that the need for interaction with sales-people has drastically diminished. When a salesperson is engaged, chances are the buyer already knows what they want and the price they are willing to pay...the customer relationship, once the hallmark of the British sales professional may be going the way of Arthur Miller's hapless character, Willie Lohman. Without proper skills and tools, sales-people more often than not come up empty-handed.

Sales 2.0 is an amalgam of Web 2.0 technologies, lightweight sales-process and people skills.

Web 2.0 technologies underpin awareness creation, lead generation, customer interactivity, CRM and enable the buying process.

Sales 2.0 processes and disciplines create transparency and align buyer and seller through the sales process.

Sales 2.0 sales-people need to be master-communicators, skilled in consultative selling and expert in diagnosis.

Sales & Marketing Alignment around customer usage is an essential pre-requisite to implementing Sales 2.0.

AMC delivers integrated best-practices sales training; sales and marketing alignment consulting and effective Sales 2.0 process to powerfully transform the way companies sell and market their products and services.

Learn more at [www.admarco.net](http://www.admarco.net)



### PROOF POINT

Robert Langer, General Manager  
Rainmaker Inc. *October 17, 2007*

"I engaged Mark and his company over the past year to assist us in developing and delivering a high-impact sales effectiveness and coaching program for our Dell Service Telesales Operation.

Mark delivered an insightful and well received program that raised the overall skills of our team, delivered accelerated growth for our business and proved to be a key reason why our team was able to sustain record levels of performance.

Mark's program brings together his years of personal and professional experience with best practices from across multiple sales training, coaching and personal excellence curricula. Mark demonstrates a keen ability to quickly analyze the challenges facing your sales team and customizes his program to drive the results you are after.

Working with Mark is a pleasure and well worth the time and investment

**Contact details:**

UK, Europe: [Mark Gibson](mailto:Mark.Gibson@admarco.net)  
+44-7961-081-082

Australia, New Zealand

[Paul Prosser](mailto:Paul.Prosser@admarco.net)  
+61-439-314-106  
[Andrew Johnson](mailto:Andrew.Johnson@admarco.net)  
+61-413-651-625



SALES & MARKETING  
PERFORMANCE IMPROVEMENT