

SALES BEHAVIOUR IN A COVID-19 WORLD

Digital Sales Framework



STUDY HIGHLIGHTS



1.

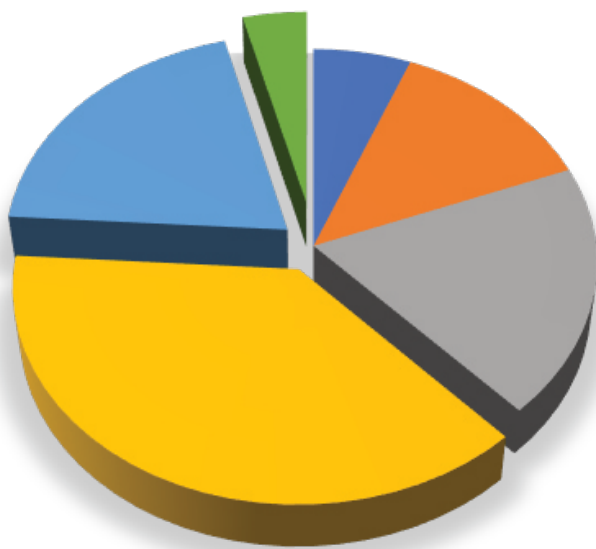
My organisation's ability to engage with customers has...

YOUR ANSWERS:

"We are **missing** our **customers** !"

58%

See a (strong) decline in interaction with their customers.



"Our Customers just have other things in mind now!"

WHAT DOES THAT MEAN?

- Projects are canceled
- Projects are postponed
- Very difficult to put new project topics on the customer's agenda

RECOMMENDATION

- Develop your digital sales process (more details in the full study) and the associated competencies!

2.

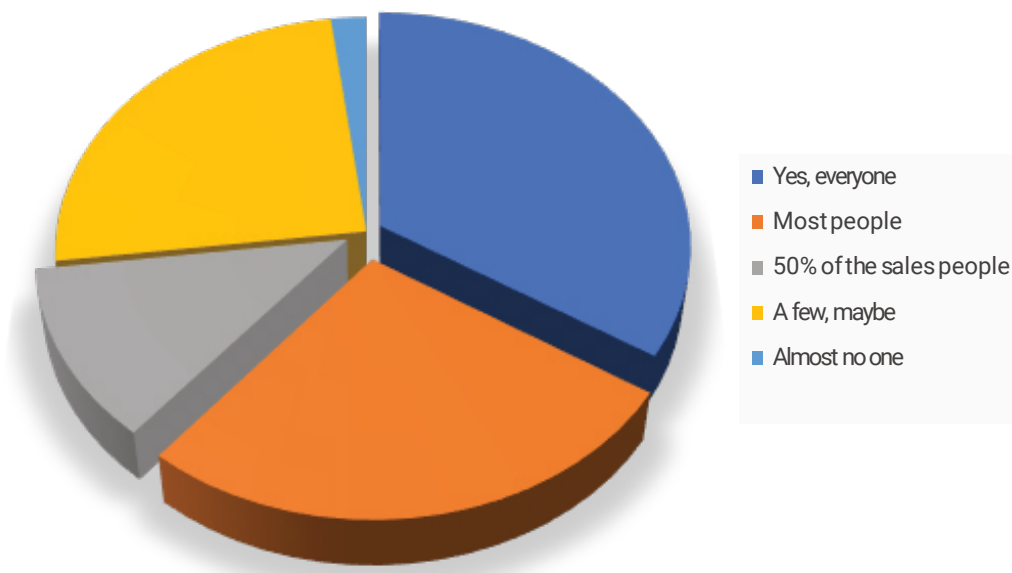
Every salesperson has the ability to leverage digital content to communicate our value propositions

Surprise to us: High satisfaction level

Our experience: Even face to face,

70%

... of all sales people aren't good at delivering Value Propositions.



“Everybody in my team has a different understanding of what a customer value proposition is!”

3.

The sales team's ability to meet and build relationships

57%

say: “Our ability to meet and **build relationships** has **reduced**.”



“We have not developed relevant messages to engage online!”

It is difficult to develop new opportunities.

Limited **ability** to access key people in the **Buying Centre** and create **memorable moments** for them.

We do **not understand** or have limited understanding of **needs**.

RECOMMENDATION

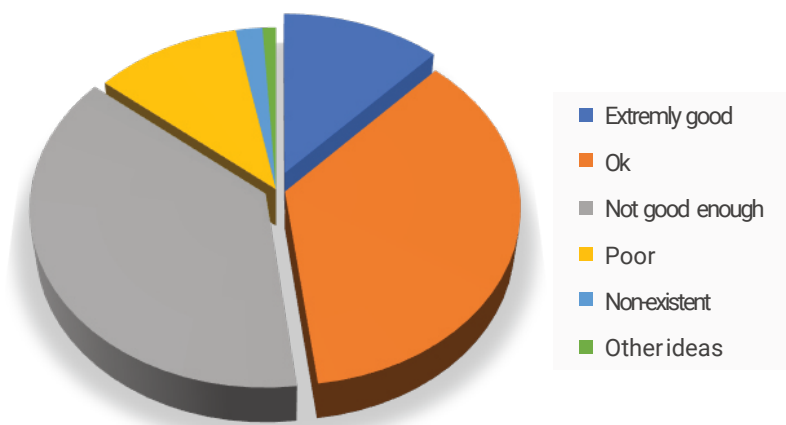
- Use social media networks to identify, contact and interact with the Buying Centre. Share valuable content before you expect interaction.

4.

The digital awareness and skills of our sales organisation are...

88%

say: “There is room for improvement.”



“We don’t know what good looks like!”



... believe they are not good enough to support the implementation of a digital sales strategy.

51%

IMPACT

There is insufficient or inappropriate usage of social media. Sales often underestimates the use of digital media by their customers.

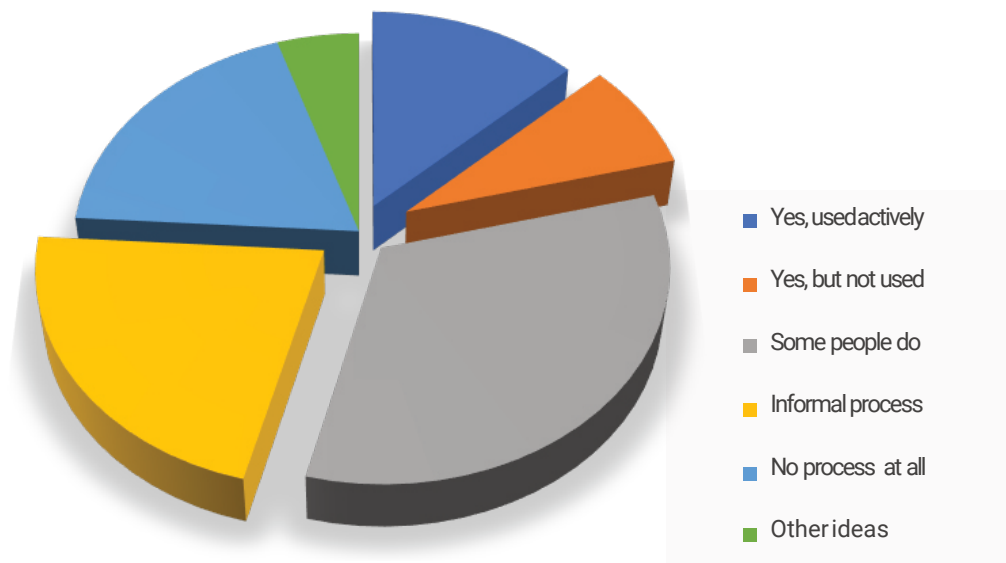
RECOMMENDATION

Understand the customer’s buying journey and the digital touch-points at which we need to create value.

5.

We have a common digital sales process understanding...

75% believe there is no common digital sales process.



“Some people do, but it is a generational issue as well. Younger sales people use it more than older ones.

IMPACT

- **Non-transparency** of what really happens in our important opportunities.
- We create a competitive **disadvantage**.

RECOMMENDATION

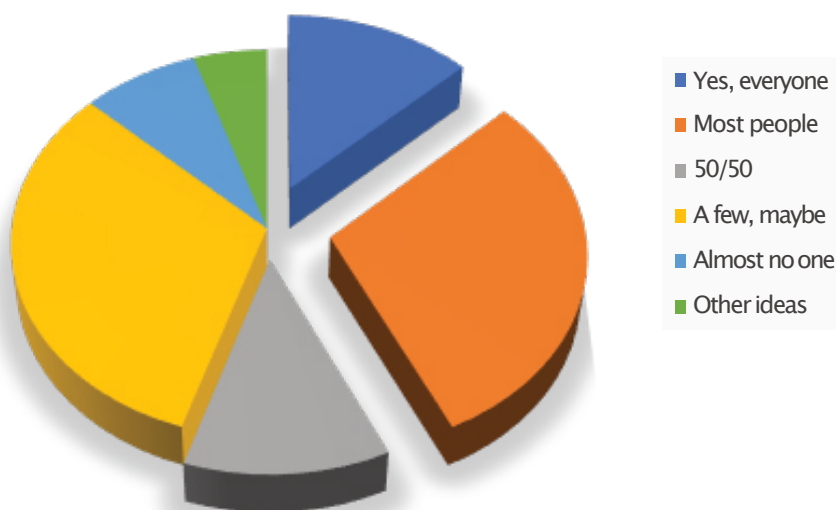
- Define and codify the digital **sales process** and ensure **everyone** in the organisation understands and consistently applies it in their **day-to-day** work.

6.

Everyone is equipped with the right digital tools and know-how.

ONLY 55%

say that enough people have the **know how** and understand the tools needed **to support** a digital sales process.



IMPACT

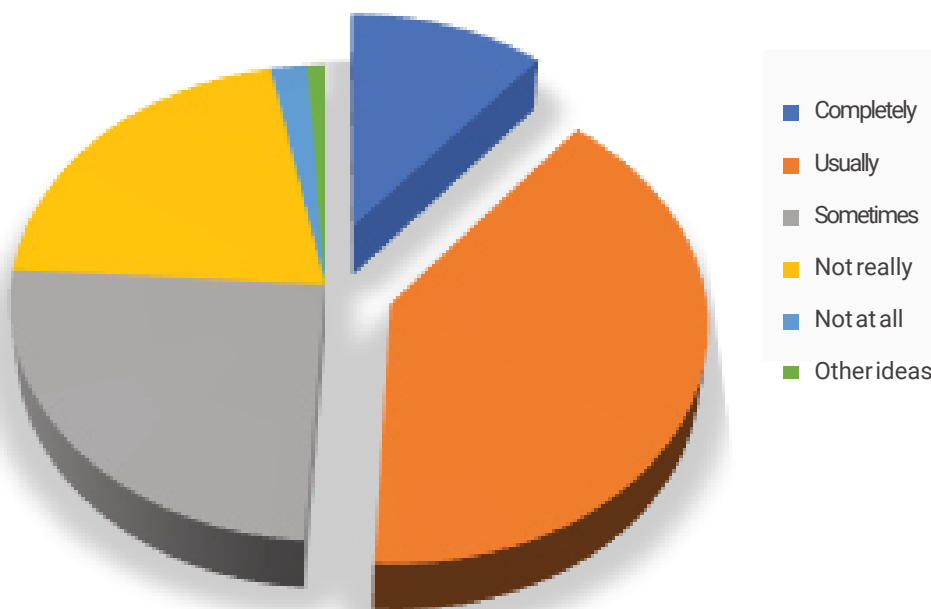
- Inability to effectively execute social selling.

RECOMMENDATION

- Check yourself: How many people in your organisation have an active first class LinkedIn/XING Profile?
- Define the competencies and tools required - educate the team on them regularly!
- Differentiate by creating an unique buying experience.

7.

Our marketing and sales organisations are well aligned and...



HALF

of the participants feel that **sales and marketing** are not aligned

- No follow-up of marketing qualified leads by sales.
- Marketing produces content that is not used by sales.

“Both pretend the other is not aligned”

RECOMMENDATION

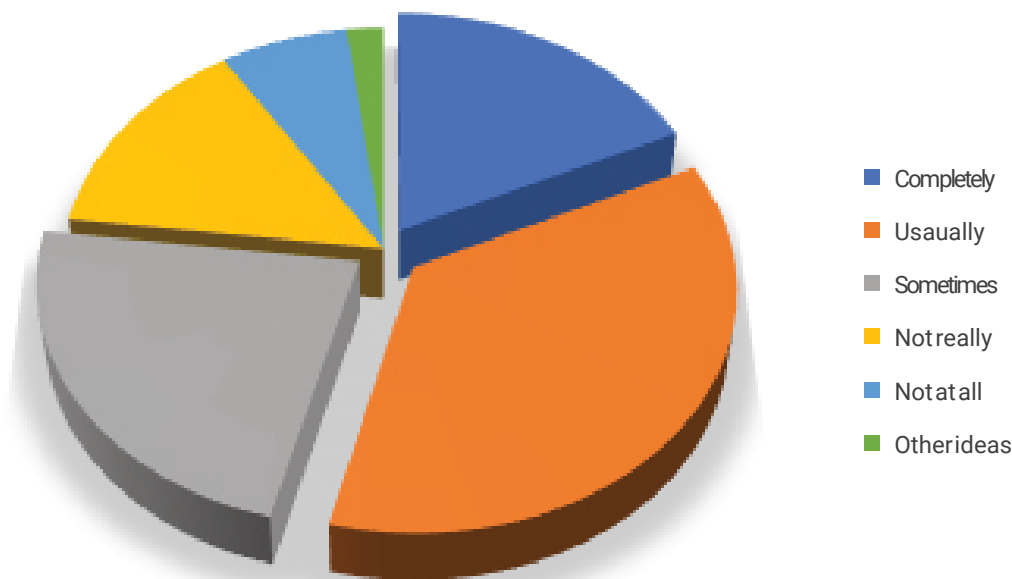
- Support the sales process directly with relevant content that is tailored to the individual account (Account Based Marketing).

8.

Our content supports salespeople to engage customers effectively in a digital environment.

75%

believe there is **no cohesive process** throughout the sales force.



What if our **competition** provides **valuable** online **content** and we don't?

"We should make them communicate more!"

FOOD FOR THOUGHT

- Is your content aligned with personas and their buying journey stage to create impact?

RECOMMENDATION

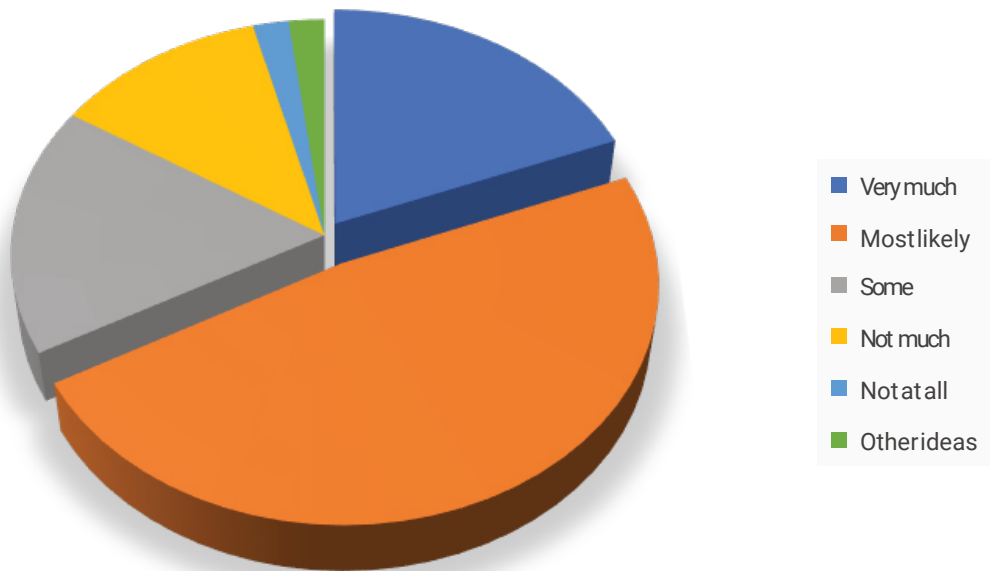
- Align the requirements - joint funnel reviews, etc.
- Create a shared knowledge base for social media content.

9.

After this current situation, many customers will ask for more digital support for their decision making process.

70%

believe that the **customers** decision making process will have changed, **demanding** more **digital engagement** in the future.



“It will be part of our future tool kit!”

IMPACT

- Opportunity to increase productivity in sales.

RECOMMENDATION

- Take this seriously - you will be at competitive disadvantage if you don't have the kind of digital competencies that will be part of the selling future.

10.

The most important learning from this situation is...

“Stay positive! Help Customers to overcome their passivity and recognize opportunities!”

“We need better selling skills via phone/skype! We need better insights into our customers organisation !”

"You need to have the relationships, otherwise you'll end up on the bottom of the pile."

"The way we interact and how we sell is a major differentiator that helps us to win projects."

“We don't know what good digital selling looks like...we are old school guys!”

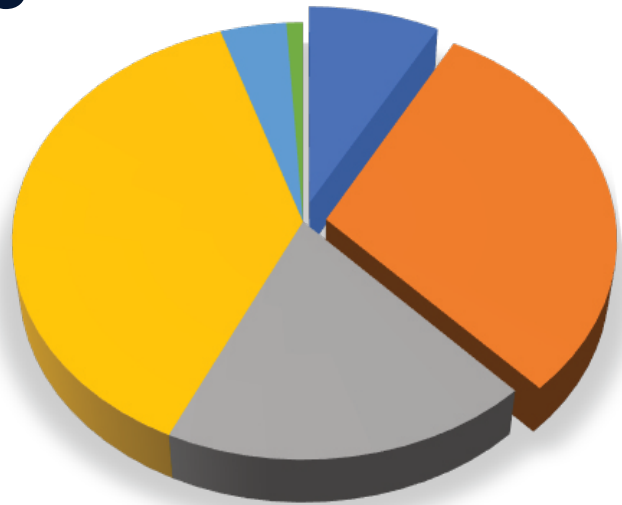
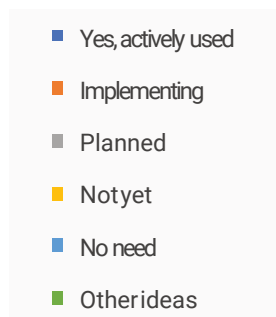
"It is a pleasure to see the solidarity of most people and that everybody stays home to protect the older and weaker ones!"

11.

We are applying new measures to manage our sales funnel for today's situation.

2
3

do not have adapted funnel measures up and running.



"Funnel management is difficult in normal times. Now it is impossible!"

IMPACT

- Missing foundation to be successful after the crisis.

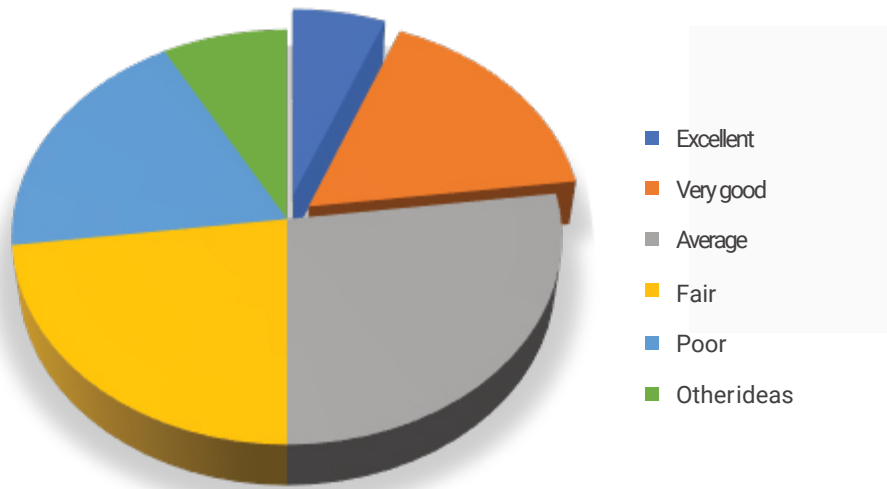
RECOMMENDATION

- Reposition all opportunities in the funnel to evaluate the viability in the current situation and focus resources on those first.
- Create a systematic approach to evaluate opportunities using the most appropriate criteria.

12.

How do you rate your team's ability to create leads using social media (LinkedIn/Xing)

Only 23%
say it is good or very good.



"We pretend to do it. But most often our team have never posted anything!"

IMPACT

- Funnels run dry
- Self-evaluation typically over-estimates capability.

RECOMMENDATION

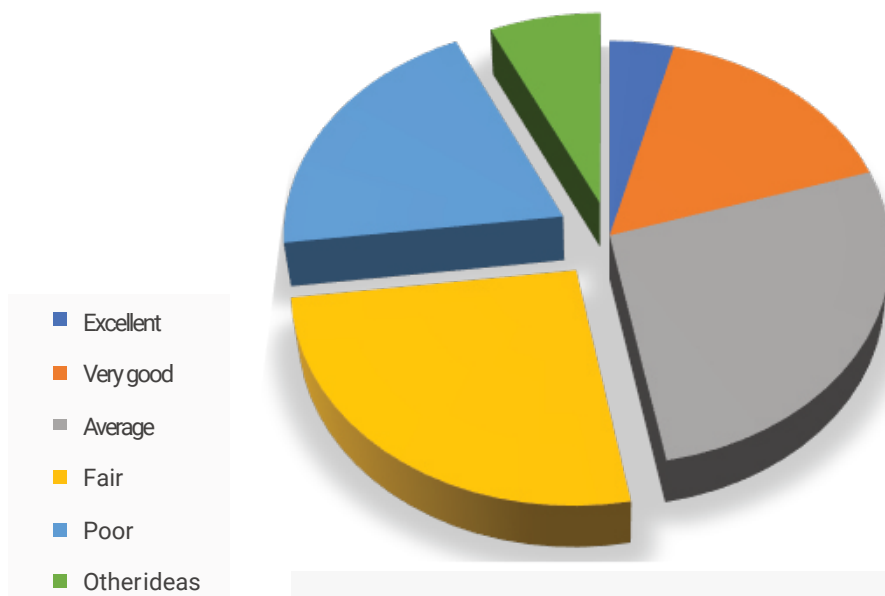
- Set-up a process and policy to follow (profile content / what can be shared what not, etc)
- Set-up social media based Opportunity Qualification Criteria.

13.

How do you rate your team's ability to create leads using social media (LinkedIn/Xing)

64%

say that the ability to **develop** contacts into opportunities **is not good!**



"I doubt it can be done online"

IMPACT

- Leads are generated but can't be developed into projects.

FOOD FOR THOUGHT

- Do you create value or just push the product?
- How can you differentiate?

RECOMMENDATION

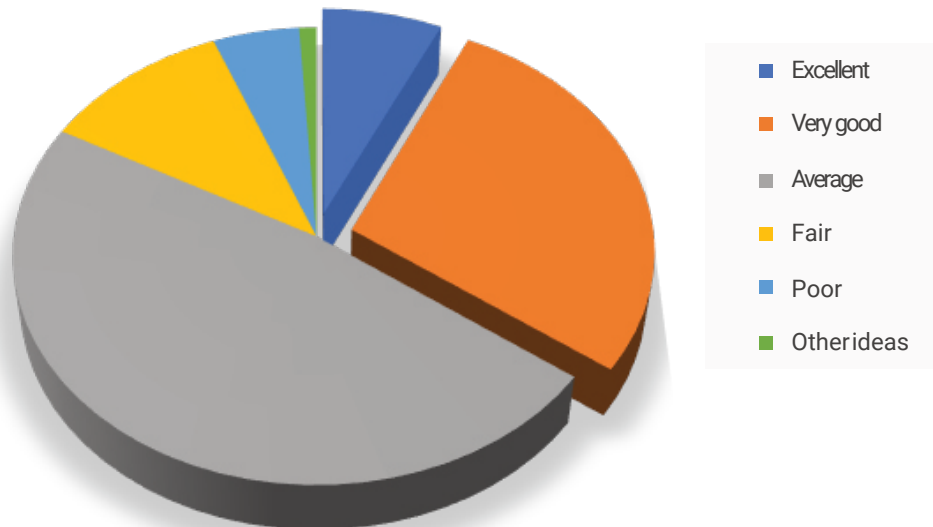
- Develop the competencies to identify, analyse and cover the Buying Centre supported by social media.

14.

How do you rate your ability to run value-adding online meetings

35%

are quite happy with the ability to run value-adding online meetings



No area of concern



"From all challenges, we managed this one best!"

RECOMMENDATION

- It's not about the technology – it's about your engagement.
- Let your personality shine through – be yourself, relax (leave the robot-beeing to the robots).



“The digital world has changed many things, but people still buy from people. We must still build trust and create value to succeed.”

Enjoy reading - if you would like to discuss the topic with us in more detail, please contact us - contact information can be found on our website (www.innovateandgrow.com) or you can reach us individually at the following addresses:

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