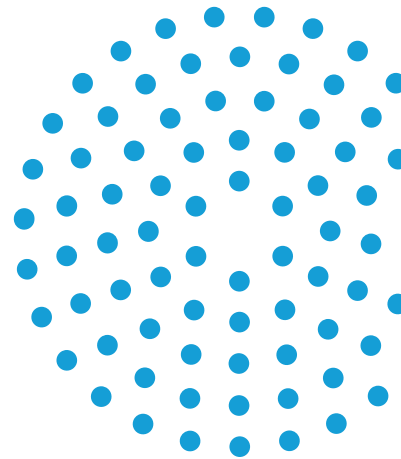


THE COMPLETE 2020-21 GUIDE TO FRICTIONLESS SELLING



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INTRODUCTION

Have you ever been willing to part with your money only to find the place you're trying to spend money with keeps putting up blockers?

Sounds crazy, right? Why would you make it hard for someone to spend money with you?

But it happens all the time.

You can't find the information you need. You can't get in touch with somebody about a question you have. The payment process is clunky. Or you have to fill in multiple, long forms.

In normal person speak, it's annoying. In sales speak, it's unnecessary friction in the sales process.

And when it comes to sales, friction is your enemy.

Friction can slow down the buying process. And in extreme circumstances, can turn someone off buying from you at all.

This is where "frictionless selling" comes in.

As you might have guessed, frictionless selling is about removing barriers from the sales process to make it easier for prospects to buy from you.

In this guide, we'll run you through how frictionless sales functions and how to implement it in your business for both short and long-term gains.

Just keep reading...





WHERE IS THE FRICTION COMING FROM

Typically, you'll
find it in three
places:

- Internal
- External
- Personal

You can't solve a problem until you know its source. The first thing you need to do is spend time figuring out where the friction is in your current sales process.

Internal friction could be anything *within* your organisation.

Clunky internal processes, an ill-defined sales strategy, or even employee skills gaps are all sources of internal friction.

For instance, if your sales process is disjointed or unclear, your team won't know what procedures to follow in certain situations (which will hinder their ability to deliver.)

Likewise, if you have a skills gap in your company, such as team members not knowing how to use particular tools, they won't be able to effectively execute your sales processes or meet the demands of your strategy.

External friction is anything outside of your immediate control. Third-party delivery issues, the fact your product may not integrate with other services, or misconceptions concerning your product or business, can all affect your bottom line.

Personal friction

(disquiet among employees, board members, etc.) can be especially damaging to both your sales process and overall business development. If not dealt with, personal friction can become irreversibly toxic, impact your entire team, and prevent growth.



BUILDING A BASIS FOR FRICTIONLESS SALES

The traditional sales funnel works by attracting people in at the top and gradually nurturing them along the buyer journey until they purchase from you.

But hold on! It's not quite that simple.

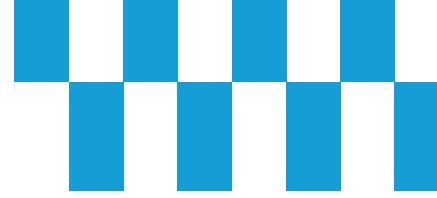
Yes, they might be giving you money now. But you may not have performed the crucial function of *delighting* them so they convert from casual buyers into happy, loyal customers.

Frictionless sales is about putting the customer first by building your sales process around their needs and habits, not your company's requirements.

Building a frictionless sales foundation revolves around three elements:

- Identify & Enable
- Align
- Transform





Identify & Enable

First, you need to empower your sales team to spend more time selling. According to research by HubSpot, modern sales teams only spend a third of their day speaking with prospects. The rest is spent performing admin and other general office tasks.

You need to create a frictionless sales process that enables your reps to spend more time speaking to their best leads.

This could start by analysing the tools your team are using. Is everyone using one tool in the same way? Or are they all doing their own thing?

Creating a centralised system, automating manual tasks and putting objective delivery mechanisms in place, means your teams can spend more time on the best leads and less on wading through prospects who will likely never buy from you.

Align

We all know the hassle of not being able to ask questions outside office hours. The same goes for the endless back and forth busy people face when trying to sync diaries.

Part of the problem is traditional sales methods treat everyone the same rather than adapting to meet the needs of your prospects.

For example, because your website is available 24/7, it's hands down your best salesperson. So why not put tools like live chat or chatbots on there to improve conversion rates?

Prospects can use your site to find answers to basic questions, speak with reps directly through live chat, ask your chatbot to guide them through a specific query, or book meetings directly from live calendars. And they can do so at a time and pace to suit them.





If they only need basic information, your sales team doesn't need to book a call as the prospect can find the information themselves. This means your sales team can boost conversion rates by talking to more prospects further along the buying journey.

Transform

The final phase of frictionless selling is transforming how your sales team thinks about the customer and how they use customer data for the greater good.

We've all seen the "Sell, Sell, Sell!" and "Always Be Closing!" attitude in films and TV. Not only is that approach exhausting for salespeople, but it also positions your prospects as gullible marks who need to be sold to even if they don't need the product or service.

Your sales team produces a tonne of data on deals won and lost. By transforming how you use this data and coupling it with a culture of coaching and improvement, you can identify issues in your sales process and fix them (rather than just blaming sales when deals don't come in).

In the next sections, we are going to look at each of these elements in more detail.





ENABLING YOUR SALES TEAM FOR FRICTIONLESS SALES

A lot of the time, sales reps spend too much of their time either on admin or in needless meetings. And even when they are selling, they're using outdated techniques of calling companies in a directory or a cold database. This activity is inefficient.

Enabling your sales team is about **prioritising their time** to ensure they're putting more effort into speaking with high-quality, well-nurtured leads rather than anyone with a passing interest in your product or service.

Have a look at your current sales processes and see how much wastage you can root out.

Ask yourself:

- Do your reps need to attend so many meetings?
- What are they getting out of it?
- Are your sales processes up-to-date?
- Does everyone know what those processes are and follow them?

How about the tools you're using?

- Are you using a CRM?
- What state is it in?
- Have you centralised your sales tools so everyone follows the same process?
- Could you integrate your sales process or tech into other platforms to streamline?
- Could you change your tech stack to bring in an all-in-one system?

What about time management:

On what tasks do your sales team spend most of their time?
Where do they run into the most problems in their day?
Can you automate more of their admin?

These are only a few examples. But if you want to really make a difference to your bottom line, then you need to start asking more honest questions about where you can improve.





ALIGNING YOUR SALES PROCESS AROUND FRICTIONLESS SELLING

This is probably the most important part of your new frictionless sales process. It will refocus your sales team and better align the tools they use to ensure the customer's needs come first. Remember, the whole point of this is to make it as easy as possible for people to buy from you.

One of the biggest problems with modern selling is meeting the demands of the 24/7 consumer. Technology has enabled your prospect to buy across multiple time zones at a time to suit them. That means the shift-worker now buys at midnight and the U.S based procurement officer might want to talk contracts at 2 am your time.

If you can't meet these demands, they WILL go elsewhere. Don't underestimate how even the most loyal customer can be persuaded to buy from a rival if they make it more convenient.



But it goes beyond just ensuring you put useful information on your website so prospects can find answers to questions whenever they want without having to wait for a callback.

For example, have you considered installing a live chat function on your website? It's a great halfway house between full chatbot automation and manual sales calls. There are plenty of tools like HubSpot and Drift to get you started with conversational marketing.

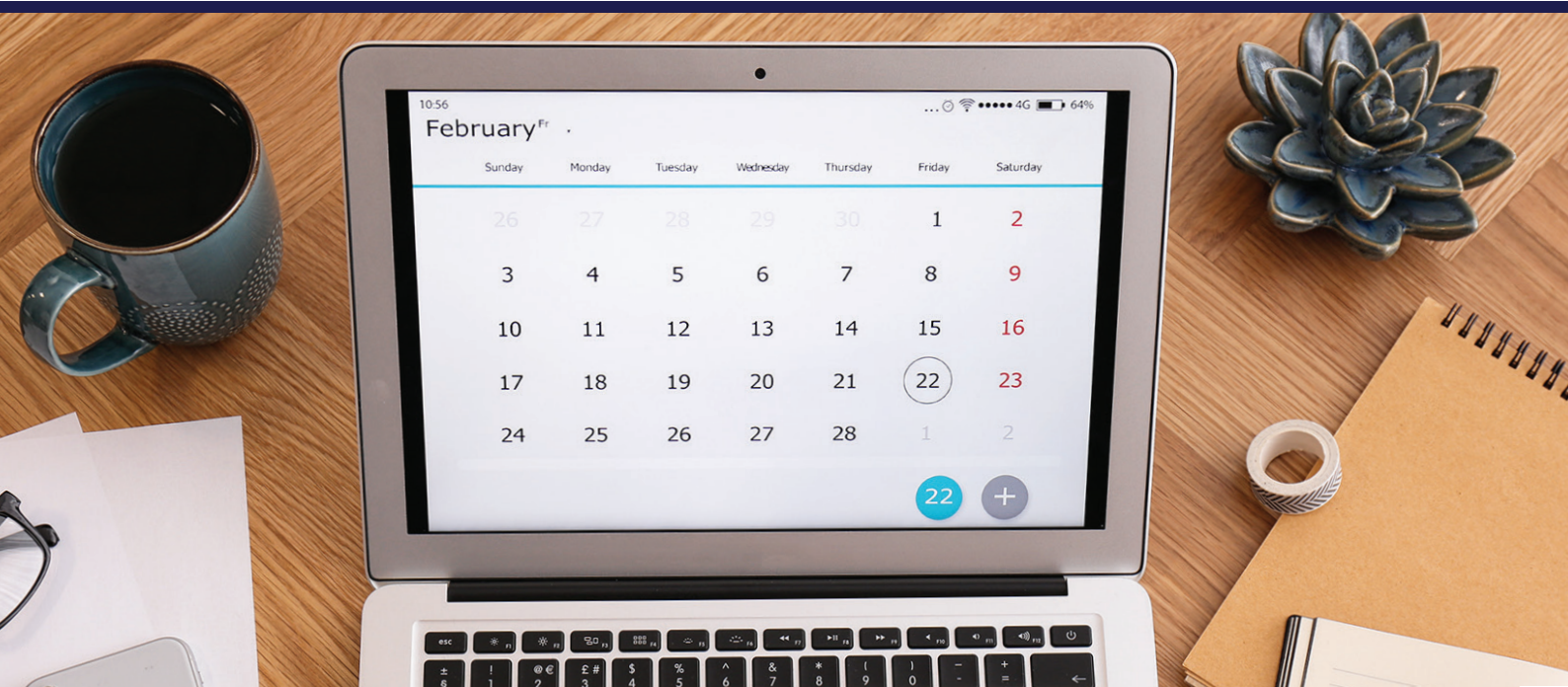
Likewise, you can also deploy a fully automated onsite chatbot to answer simple FAQs and act as a personal guide so prospects can find exactly what they need without having to guess. Again, HubSpot or Drift can solve these issues on your behalf.

Even just using live chat or chatbots as a place filler to gather some basic information is better than leaving them hanging.



MAKE IT EASY TO BOOK A MEETING

In the new 24/7 economy, you can't afford to waste time annoying people as you try to organise diaries. Put live calendars for sales reps on your site so people get the option to book times directly that work for them.



Pricing

Be as transparent as you can about your services. This includes putting your pricing information on your website! Price is one of the key hurdles when it comes to buying something and it's annoying when you have to book time just to ask what something costs.



TRANSFORM YOUR SALES PROCESS INTO A FRICTIONLESS SELLING MACHINE

Now we're getting to the bit where you need to teach your company how to use your new frictionless selling model.

First, create a sales playbook for your team. This should explain your entire sales process from start to finish (including what teams should say to prospects at certain times and how to deal with situations). A centralised playbook makes it easier to track friction points in the sales process and helps struggling performers by giving them advice based on the best practice of your best performing reps.

You likely also need to change how you access your data. Instead of using static spreadsheets, start collecting data in real-time so you have a much better picture of how the sales process is working (rather than just deals won or close).

You should also have your team spend less time reporting (that's something that can be automated) and more time on training and coaching. Imagine how more effective your team would be if they spent more time learning new skills and less inputting numbers into a spreadsheet.



ADOPT OR DIE

Today, customers hold most of the power when it comes to sales.

And they know it.

The amount of information they can access for free and the number of options they have about where to buy means if you don't give them what they need when they need it, they'll just go elsewhere.

How do you stop them? Easy!

Frictionless selling.

From the top-down, you need to reformat your process, technology, strategy, and individual sales reps attitudes to create a culture that eliminates outdated, ineffective sales tactics and works to create a valued source of information so prospects keep coming back for more.

Anything other than a total transformation is most likely costing you money!

