



FIGMINTS

11 Essentials to Digitize Your Sales Process



Contents

1. The Sales Process is Changing
2. The Future of Sales in a Virtual World
3. How to Digitize the Sales Process
4. Risks and Rewards of Digitization
5. How to Get From Here to There



The Sales Process is Changing

The global pandemic has thrust every business into a period of forced transition. Businesses have to figure out how to connect with customers, and how to enable staff to work productively, efficiently, and safely, all while being physically apart. Adjusting to working remotely can be challenging for a variety of reasons, but keeping businesses running has never been so crucial to the financial well-being of employees and the economy. How quickly businesses can embrace and/or pivot to a digital sales model during this time will be vital to their success and survival going forward.

*At best, the traditional sales process is paused. At worst, the traditional sales process is dead.
– Bob Cormier, President of MedTech Company*

From cancelled in-person networking events to internal sales teams no longer working side by side, even door to door sales are a thing of the past, the sales process is undergoing its biggest change it's seen in over 100 years. The global pandemic has forced many sales teams to re-calibrate their processes to a digital model. The model that has already been on the way as the future of sales, but abruptly became the accelerated present and only way forward.

*Those who master the virtual channel will outperform those that don't.
– Tim Pollard, CEO Oratium*

Regardless of whether a business operates B2B, B2C, or B2B2C, the change in customer behavior is the same across the board. Customers today are highly connected and digitally savvy, using technology to do their research. As “connected customers” they expect to be able to shop, research, and buy at any and all times of the day and for transactions to be frictionless. This change has been one we've seen over time. However, due to the present time, companies are being forced away from their comfortable face-to-face, vibrant meetings to a fully virtual environment—an environment many companies (B2B and B2B2C in particular) are not comfortable with just yet. Businesses of all kinds—and their sales teams—need to master this digital channel, or they risk failing to recover. As it's become abundantly clear that this accelerated remote environment is not just a season, it's the only way forward.

DIGITIZE YOUR SALES

The Future of Sales in a Virtual World

Many businesses are already seeing the positives in shifting to remote working and digital processes. A recent McKinsey survey revealed that B2B businesses view digital interactions as two to three times more important to their customers than traditional sales interactions. More than half of respondents also believed that moving to remote conferencing is equally or more effective than sales models used before COVID-19.

However, moving to a fully virtual sales process is not as simple as just choosing a video conferencing platform. Now, our prospects have more distractions, intellectual bandwidth is down, and the social queue norms we've all learned are now obsolete. To think about completely changing processes is daunting, so it's understandable that many companies are slow to adapt. There's also the added barrier of convincing stakeholders of the need for change. After all, if it's not broken, why fix it? Some organizations have resisted digital transformation because they fear that it means replacing people with technology and making the sales process less social. On the contrary, it is about leveraging technology. And socially, that's up to your messaging and delivery. From utilizing people more effectively to establishing and nurturing new relationships, a technologically enabled workforce allows more time for high-value, relationship building activities.

Independently, a business's physical and digital assets are both valuable. But, a sales force woven together with digital fabric is stronger and more effective than when each component is isolated from the other. Pandemic or not, digitization empowers sales. The choreography of the digital and physical may change, but the ever-increasing need for companies to utilize them in tandem will not.

– Marc Pollina, Chief Revenue Officer at Figmint

Creating a virtual sales process may be daunting, but the benefits outweigh the temporary set up time. Both sales leadership and individual sales reps will see benefits and improvement in their day to day. With a new process, sales management will be able to see

- high visibility over the status of sales activity week to week,
- cohesive reports,
- strong, visible communication between managers,
- a centralized database,
- insight into customer satisfaction,
- and an overall efficient sales process that can be maintained.

Individual sales reps will now

- have a consistently updated list of prospects to call on,
- be seen as a trusted expert in their industry,
- find more time in their day to have valuable conversations with their prospects,
- find new ways to contact new prospects authentically,
- and have the time to nurture or discard leads from the sales funnel.

How to Digitize the Sales Process

A virtual sales process leverages technology and tactics to reach and retain customers, alleviating the need for face-to-face selling. Through automated practices, creating a customer-centric approach to sales, insights from data, and increased personalization, businesses can anticipate rather than react to their customers' needs.

These are the **11 essential tools and tactics** that will bring your sales process into what's needed today and tomorrow:

1. EMBRACE A CRM

With sales teams working remotely, a customer relationship management system is even more important today. The technology manages all your company's relationships and interactions with customers and prospects. It helps companies stay connected to their customers, streamline processes, and improve profitability. All with a simple goal—to improve business relationships. This system allows:

- sales managers to have an accurate pulse on what their team is working on and how close to close prospects are in the pipeline,
- businesses can keep track of conversations with prospects in real-time and track the effectiveness of these interactions,
- make more precise decisions moving forward from more in-depth insights into the engagement and contact history of each customer.

2. LEVERAGE YOUR TIME WITH A MARKETING AUTOMATION PLATFORM

Customers are all over the digital landscape today, so a marketing and sales strategy must operate over a variety of digital channels. A marketing automation system gives businesses the ability to seamlessly market campaigns across those different channels to increase their chances of getting their prospects' attention. This technology allows the marketing team to start the conversation at the top of the funnel and the sales team to send automated and personalized information to prospects in the middle of the funnel. It even allows teams to sequence emails to different lists and send targeted messages to different groups of customers based on their individual needs.

3. POSITION YOUR SALES REPS AS INDUSTRY THOUGHT LEADERS

Utilizing marketing automation, content marketing is one the most effective ways to leverage specific content to the right audience. Examples are digital assets such as eBooks, infographics, webinars and other free content to connect with prospective customers and position your sales rep as an industry expert, in turn building trust in your brand and personal relationships.

4. THE NEXT BEST THING TO FACE-TO-FACE

With video conferencing platforms, digital networking events and sales meetings can be just as effective as in-person meetings. Sales reps can connect and communicate with prospective customers and team members in a more flexible way. Video conferencing also cuts out any travel time and expenses—saving companies time and money.

5. ZERO EFFORT SALES TOUCHES

Automated and AI processes can actually increase customer engagement and satisfaction. Automated emails can contact customers at certain stages of the buying process. Chatbots can solve simple customer queries. They can also raise a customer's inquiry to a higher level when the customer is ready to engage with a sales rep. These tools reduce the time spent chasing lukewarm leads and allows leads to reach out to you when they're ready.

6. STRATEGY IS KING

Focus on developing digital marketing and social media strategies that align with each other. With a marketing automation platform you can seamlessly plan, manage, track, and analyze digital and social campaigns across several digital channels while keeping team members aligned and on budget. With trade shows and in-person networking and industry events being cancelled, businesses can use social media to identify and reach out to prospects while providing them with the quality digital content they might find useful. Having a robust social presence also helps prospective clients find you and prove your company as reputable.

7. BDR-AS-A-SERVICE

Sales representatives historically spend too much time on cold calls with only 1% of these calls converting to a sale. A business development representative focuses on nurturing prospective customers to hand warm leads off to a sales rep and cold leads back into the sales funnel.

8. DATA ANALYTICS

One of the most significant advantages of a digitized sales process is that sales reps now have data to lead their decision-making processes. Successful digital sales models support the ways their customers choose to interact with their business. Data collection and analysis is key to creating a clearer picture of each customer and analyzing the success of content and marketing used to target them. Through data collection, insights, and customer actions, sales reps can also get a better understanding of their success, which allows them to identify any gaps in their sales approach.

9. YOUR WEBSITE IS ONE OF YOUR STRONGEST SALES REPS

Websites are now the first port of call for prospective customers. Making improvements to the SEO (search engine optimization) of your site can help potential customers find your business. Every website needs to be set up for lead generation and enable customers to source, research, and buy or contact a sales representative.

Customers should be able to easily find the products they need and have their initial questions answered online. Chatbots can also help answer your customers' questions or connect them with a sales rep at a pre-identified stage of their inquiry.

10. EVEN CLEARER AND MORE CONCISE MESSAGING THAN BEFORE

Remote working is inevitably different than working in an office and we're all still adjusting. Distractions are heightened, our intellectual bandwidth has significantly dropped, and the social queues that we know are now a thing of the past. Now is the time for succinctness and clarity. Ensure

- all messaging is refined and defined,
- your sales pitch is engineered for interactivity to force your prospects to pay attention,
- and your sales team is ready to deliver concise messages.

11. LET THEM TAKE THE FIRST STEP THEMSELVES

Customers today are increasingly wanting to educate themselves and ultimately talk to a sales rep as the last step in their buying journey. A great way to presale a warm prospect is through a screen share video (your voice and your screen going through your sales pitch) that can guide customers through most common questions and objections.

Starting the journey towards a digital sales process may feel like a challenge. But on the contrary, it's an opportunity. In the short term, a digitized sales process will help sales teams connect with customers in the absence of face-to-face interactions. In the long term, a digital sales process will strengthen businesses and position them for success in the months following COVID-19, and years to come.

DIGITIZE YOUR SALES

Risks and Rewards of Digitization

If your business can't solve a customer's problem, they will find a business who can. If your competitors have already started a digital sales process, they are already one step ahead — even if your product or service is superior. Delaying going digital means failing to meet the needs of digitally savvy customers and risking recovery when the economy starts to turn for the better.

But there are downsides to the digitization process. Change is disruptive, and getting the right stakeholders on board can be a challenge. Sales reps themselves may be weary of the need to go digital, for fear of change or following the norm. Empower sales reps to understand the need for a digital process and the benefits that help them focus on high-value tasks that will make them more successful. There will be bumps along the way so prepare to be agile when taking on this process.

The rewards of a digital sales process far outweigh the transition. On an individual level, a strong content strategy will establish sales reps as trusted thought leaders in their industries. Sales reps will be able to close deals faster, as prospective customers are more educated about the product or service and will be ready to move along. Sales reps can not only identify who their buyer is, but where they are on their buyer journey. They also have a clear idea of what actions need to be taken to get prospective customers to the next step.

A digital process moves sales from a reactive to a proactive position. With an integrated CRM, every member of the team can stay organized and on track of which rep is reaching out to which prospective customer.

With more work done digitally and at the beginning of the sales-funnel, sales reps spend less of their days on time-consuming and low value (but important) activities. Instead, they can focus on doing what they do best—closing deals.

DIGITIZE YOUR SALES

How to Get From Here to There

This time didn't change the future of sales, it simply accelerated what was already on the way. Sales teams today need to use this time wisely to make sure their businesses retain their customers going forward. Through maintaining an intimate and real-time understanding of the customer, sales teams need to shift their thinking towards solving their customers' problems and providing interactions based on value. Whether your team needs minor adjustments or a complete overhaul, we're here to help.

At Figmint, we know that sales teams are often spread too thin and now we're even suggesting a whole change to your process. Worse still, we know that sales reps spend too much of their time chasing cold leads. That's why our SalesAmp process, which includes a BDR-as-a-service leverages technology to optimize revenue generation. From developing an accurate database to creating thought leadership and digital marketing content, we use metrics, analytics, and personal calls to push leads through the sales funnel, allowing your sales team to stay focused on closing deals. Take the first step towards a digitized sales process.

[Contact us](#) today to schedule a 30 minute SalesAmp demo.



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