

Salesperson 2.0

Excelling in the Hybrid Age

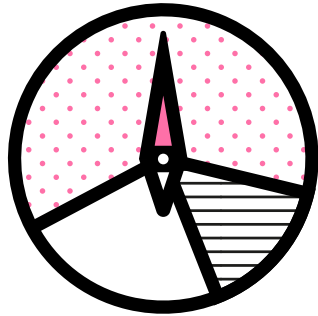
Simmons × Schmid

Arguably, sales has changed more in the last five years than the previous 30. Technology, buyers' habits and channel proliferation have fundamentally altered the environment. Working with b2b sales teams, we've seen this up close as well as how the best teams use change to their advantage. McKinsey says teams which embrace next generation technologies, processes and sales behaviours grow revenues twice as fast.¹

What are these leaders doing? And how can you help your salespeople excel in an increasingly complex space? There are five areas to focus on.

¹ All stats unless otherwise stated sourced from: By the numbers: What drives sales-growth outperformance, McKinsey research and insights based on research with 2,500 sales organisations

1. Be data-led



Sophisticated teams harvest data from many places. Think CRM and account-based marketing data, social listening, direct client research and prospect intelligence systems. Collecting data is one thing. The value comes when cross-functional teams mine it for signals such as propensity, life-cycle value and customer refresh plans to sort the wheat from the chaff and prioritise spend. Indeed, 66% of outperformers can define “Deal-level insights, account-level intel, and customer-specific opportunities”, compared to 50% of “slow growers”. Behavioural science can be applied also to model customer behaviours and train teams accordingly to identify and tap into sales triggers.

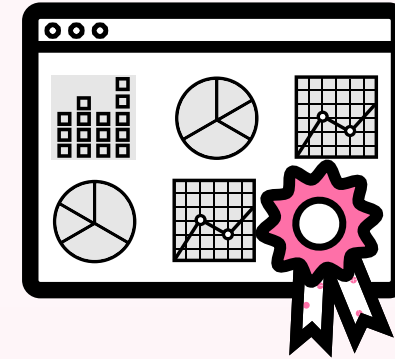
1.4x

Companies with a centre of analytics excellence are 1.4x more likely to be outperformers.

2. Be digitally proficient

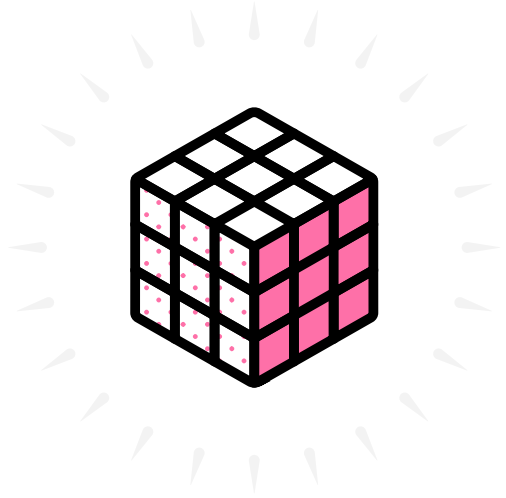
62%

Outperformers' teams are 62% better at using digital tools.



Many sales organisations struggle to persuade teams to use digital tools: even basic tasks such as updating the CRM system. Salespeople cite many reasons for this, from a lack of training and complex tech interfaces to time pressure. And, if we're honest, some want to keep insights to themselves. It's imperative to change behaviours to improve data insights. Also, leading sales organisations involve teams in solution design to address key challenges, while many of our clients ensure regular refresher training is provided and incentivise their people to use the tools. Data can also be put to work to fuel supporting tools, driven by AI, which predict upsell opportunities, churn risk and deal scoring.

3. Be solution sellers



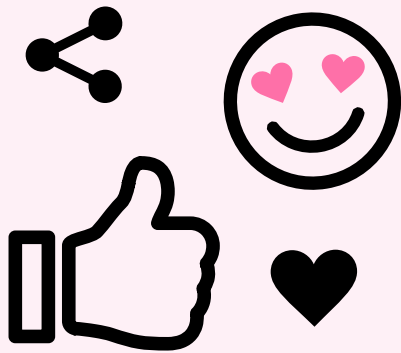
It's rare for a b2b sale to involve a single product. Salespeople must be confident in selling to personas with different goals and in creating a solutions package. This requires the know-how to build a simple value model, behind which often sit complex pricing structures (invisible to the customer). Three-quarters of outperformers are solution sellers who've made it easy for salespeople to define bespoke solutions (compared to 58% of the slow growth cohort).

1.5x

Companies proficient at solution selling are 1.5x more likely to be outperformers.

4. Be social media experts

If sales relies on being where customers are, increasingly they're online: by 2025, 80% of b2b sales interactions will occur in digital channels,² 43% of buyers plan to continue remote purchasing³ and 31% have closed a deal over £500,000 without a face-to-face meeting.⁴ And with 44% of marketers saying LinkedIn is now their most important sales channel,⁵ outperformers are equipping their people to present well remotely, and confidently research, connect with and nurture prospects online.



42%

Over half of outperformers generate 42% of revenue from digital leads.

² Gartner
^{3, 4, 5} LinkedIn

5. Be talent incubators

1.4x

Companies who commit over 50% of managers' time to coaching are 1.4x more likely to be outperformers.



We often find that companies aren't sure why their best salespeople are the best. Often, they're described as having 'maverick' mindsets. But learning from top performers, and embedding their successful approaches into training, is an easy way to look to raise your bottom 15% of performers to the level of the top 15%. We're also seeing training change too. There's more bite-sized learning to encourage engagement, with content being personalised to the role and objectives of each team member.

The salesperson of 2025

With decisions led by data, relationships requiring a mix of the traditional and virtual, and a mindset adept at mixing sales channels, tailoring content to personas and creating bespoke solutions, the salesperson of 2025 is super agile, smart and digitally savvy.

Data-led sales professional

Prioritises prospects influenced by data signals gathered from a central analytics function. Training in behavioural science enables a proposition to be created that is more likely to resonate with the motivations of each purchaser.

Continuous improver

Constantly developing through a mix of mentoring, bite-sized tuition and training personalised to achieving objectives, and is alive to changing trends and customer expectations to achieve superior sales performance.

Solutions sensei

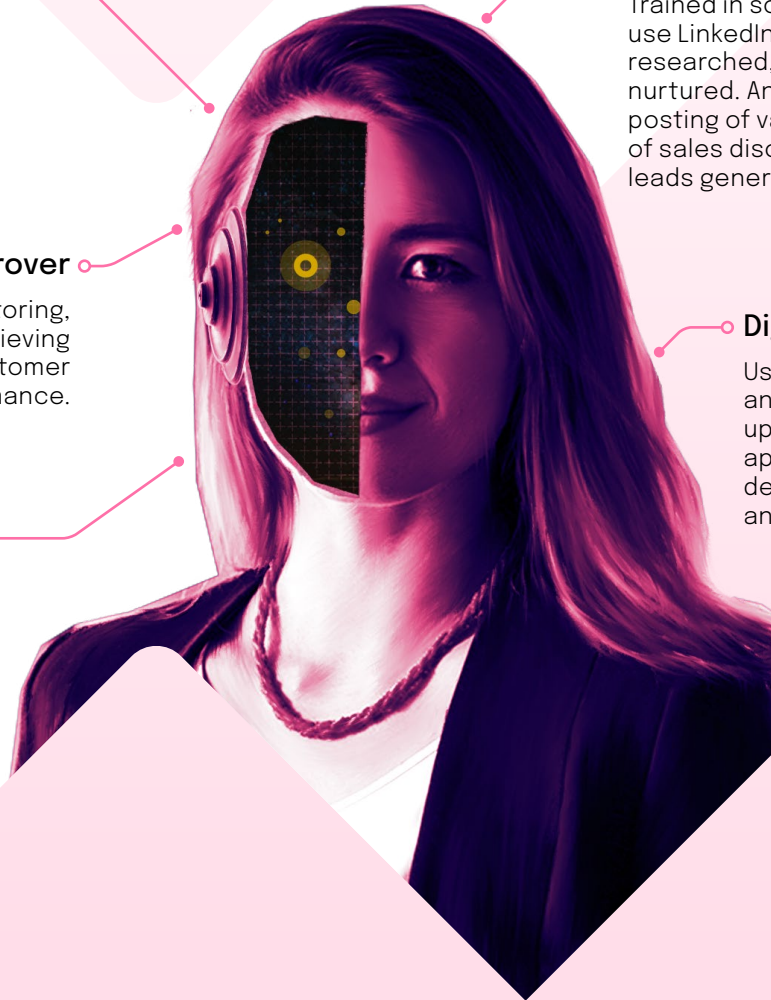
With access to cross-business experts, solutions are quickly crafted that are customised to each prospect. Supported by planning tools, often complex costings are simplified for customers to present a clear and compelling case that demonstrates a true lifetime cost together with projected outcomes.

Social seller

Trained in social media, and specifically how to use LinkedIn and SalesNavigator, prospects are researched, tracked, connected with and lovingly nurtured. An engaging personal profile, allied to the posting of valuable content, increases the likelihood of sales discovery calls, with, on average, five new leads generated each month.

Digital doer

Uses digital tools to ensure customer and prospect records are always updated, and applies AI-driven applications to cost and evaluate deals, identify upsell opportunities and prevent churn.



Sales teams 2.0

To help your team excel in the hybrid sales world, we offer a package of solutions and training.

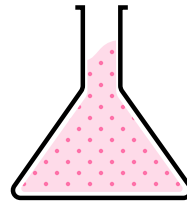


Effortless engagement: winning with why, 1-day workshop

Ensure your people know, understand and own the business strategy, and their role in achieving the team's targets. The workshop includes: co-creation of a compelling story, defining the values, actions and behaviours the team need to win together and creating accountability measures, aligned to the new hybrid world, to track success, and shape and optimise performance.

Results

- A motivated and engaged team
- 15-20% improvement in lead conversion



The science of selling: data project, plus 1 day of team training

Our pilot will discover if we can mine intention data from your sales and marketing systems to find sales triggers and intention cues. We'll use the insights to create behavioural science training which equips your sales teams to know the best time, the best way and the best messages to target prospects with.

Results

- Clear sales triggers to guide sales activities
- 15-20% improvement in lead conversion



‘Social Sensei’: powering your pipeline, mentoring and training

With 40% of b2b sales directors saying LinkedIn is their best sales channel, this course includes six 1-hour virtual training sessions. We also provide content and posts to work with and are available for a period of 3 months via a chat group to support your teams as they become high-performers on the platform.

Results

- We typically see teams following the programme securing three to five leads per month



Talent incubation: seamless succession, mentoring programme

This two-month coaching programme features eight one-hour sessions to assist sales leaders in defining their approach to inspiring, nurturing and empowering successors.

Results

- Identification of the next generation of talent
- Enhanced knowledge transfer
- Measurable performance metrics

Your team



**Tim Simmons,
communications strategist**

Highly experienced content strategist and storyteller.

Architect of proven sales programmes for major brands.



**Jo Jamieson,
digital engagement coach**

Equips sales teams and business leaders with the confidence and skills to build pipeline and thought leadership through LinkedIn.



**Nita Rushi-Abbott,
programme manager**

Experienced in delivering creative and operational programmes for global businesses.



**Mark Schmid,
lead storyteller**

20-plus years in senior communications roles.

Expert storyteller.

Charismatic presentation trainer.



**Marcus Iles,
lead storyteller**

Globally awarded creative strategist.

Expert storyteller.



**Thom Silk,
data scientist**

Highly adept at connecting the dots between data and creative output.



Contact us today

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Simmons × Schmid