SALES HACKER

5 STRATEGIES TO START LEVERAGING FOR YOUR SALES TEAM

Adobe Sign

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INTRODUCTION

There are many different sales strategies and by no means should your sales team implement just one. In fact, by combining several sales strategies into a customized toolkit for your team, your sales reps are likely to experience more widespread success capturing the different communication styles of various prospects.

In this eBook, we will explore and explain five of our favorite modern strategies that you should start leveraging for your sales team.

ACCOUNT-BASED SELLING (ABS)

Account-based selling has been gaining popularity steadily in recent years. This model looks at every individual account like a market of one. Instead of one of your sales reps targeting a single contact within a target account, a team of sales reps are assigned to target multiple stakeholders at the prospective company.

The more personalized approach of account-based selling can be the ideal strategy when selling to enterprises, especially when considering that decisions within a typical firm of up to 500 employees involves 7 stakeholders on average.

GETTING STARTED WITH ACCOUNT-BASED SELLING

To get started with account-based selling, use the following process:

DEFINE IDEAL CUSTOMER PROFILE (ICP)

When focusing a lot of time and resources on a limited number of accounts as in ABS, it's critically important that the accounts are selected appropriately. Single out your ICP based on factors such as input from your sales team, internal data, behavioral data, trigger events, and predictive analytics.

DEFINE BUYER PERSONAS

Once ICP is identified, it's time to look at particular accounts and the buyer personas of stakeholders at various organizations. To determine the buyer personas of stakeholders, review the past 50 deals closed that represent your new ICP and ask yourself which stakeholders tended to have the most influence in those deals.

OUTLINE CONTENT YOU'LL USE TO ENGAGE ACCOUNTS

Similar to outbound marketing, account based selling relies heavily on content tailored to a specific audience. Content can range from low-effort (social media or blog posts) to medium-effort (custom report or webinar) to high-effort (company workshop or trial).

CREATE TARGET ACCOUNT LIST AND SEGMENT INTO TIERS

Experts in account based selling recommend creating a target account list with different tiers, where each tier receives a different level of attention and personalization. The first tier of 20-50 accounts will receive the highest level of research and customization. The second tier of 200 accounts will receive personalization based on their buyer persona and industry.

HOW TO IMPLEMENT AN OMNI-CHANNEL APPROACH

An omni-channel approach to your account-based selling implements an integrated and consistent brand experience across a number of channels and devices. This approach recognizes that the consumer will have access to these various sources of information and will move between a plethora of devices and channels throughout the buyer journey.

ALIGN CONTENT WITH SPECIFIC BUYER JOURNEYS

Customization of content based on specific buyer journeys engages the prospect and provides an immersive experience. For example, behaviorally triggered emails are successful because they reference a previous action (or non-action) taken from the prospect and address them by name.

PRIORITIZE CHANNELS AND DEVICES

Listen to what your buyer personas are telling you they want by implementing social monitoring and marketing automation analytics to prioritize which channels and devices are most popular in the buyer's journey.

INVEST IN CUSTOMER SUPPORT

77% of buyers consider a company valuing their time as the most important aspect of good customer service. Good customer service is the cornerstone to success with an omni-channel approach.

AUTOMATED SELLING

On average, sales reps spend 64% of their time focused on non-sales related activities like administrative tasks, training, traveling, meetings, and service tasks. With the advancement of sales technology, automation tools are creating efficiencies in the sales process that allow your Sales Development Reps (SDRs) to focus more of their time on actual sales activities like connecting with new prospects online or in-person.

Some of the most common tools for automating the sales process are:

EMAIL CADENCES

Automated email cadences are pre-determined sequences of emails that are triggered by an action or non-action of the prospect. Your sales reps can automate introduction emails, followed by an introductory follow-up or two, and a breakup email. In addition, transactional and marketing-focused email cadences can be automated to save time in different areas of the sales process.

AUTO DIALERS

These kinds of software automate the dialing process in direct outbound sales. Once the call is answered, the autodialer either plays a recorded message or connects the call to an SDR. Predictive dialers call a large group of numbers at once and hand them off to an available SDR once answered. Voice broadcasting or robo-calling allows SDRs to send a large number of guided voicemails simultaneously to a predefined list.

E-SIGNATURE

E-signature tools like *Adobe Sign* increase efficiency in the contract-signing process and provide error-proof workflows that get the prospect to sign sooner. Adobe Sign also provides an enhanced user experience by automating workflows that work right in the systems you already use today.

CALENDAR APPS

Calendar apps can be integrated with your emails to add scheduled meetings prompted by email copy to notify the SDR to add the meeting to their calendar. Additionally, custom scheduling links can be added into email templates and signatures to allow respondents to quickly book an available meeting slot, which is automatically added to the SDRs calendar.

"MOVE THE MIDDLE" SELLING

"Move the middle" selling is a sales methodology that consists of organizations identifying their sales reps in the top 20%, analyzing their techniques, and creating processes to socialize these skills to the rest of the pack, moving the middle to the top.

This strategy consists of four main steps:

1. AUDIT THE PERFORMANCE OF YOUR SALES TEAM TO IDENTIFY YOUR TOP SALES REPS: Once you discover your star sales reps, it's time to analyze them to determine what makes them so successful.

2. LISTEN IN ON THEIR CONVERSATIONS TO DETERMINE WHAT THEY SAY TO PROSPECTS: Gong.io determined that top sales reps spend 52% more time talking about ROI, pain points, business challenges, and timelines and 39% less time talking about product features.

3. UNDERSTAND THE ACTIONS OF THE TOP 20%: Determine the top 3-5 KPIs driven by activity and isolate the recurring KPIs as repeated by the majority of your top 20%.

4. SHARE THESE STRATEGIES WITH THE REST OF THE TEAM. Now that you understand the phrases and activities that make your top 20% so successful, it's time to create processes and training to socialize these techniques throughout your team.

CONVERSATIONAL SELLING

Conversational selling is known as the highest converting sales medium, and provides real-time conversation that increases connection and trust. Instead of product pitches, conversational selling aims to meet the customer's needs first. This strategy will come naturally to some of your sales reps, while others will need the support of additional tools.

The following conversational tools can help:

LIVE CHAT

This real-time chat tool allows visitors to your website to contact you to answer a specific question, or vice versa. Your sales reps can determine the best page or on-page duration to initiate a chat. While this medium tends to capture more unqualified leads than others, it also opens up an opportunity to push leads you didn't know existed into your CRM.

CHATBOTS

Calendar apps can be integrated with your emails to add scheduled meetings prompted by email copy to notify the Sales Development Rep to add the meeting to their calendar. Additionally, custom scheduling links can be added into email templates and signatures to allow respondents to quickly book an available meeting slot, which is automatically added to the SDRs calendar.

SOCIAL SELLING

Social selling is a relatively new sales strategy that has emerged with the growth of social media as a whole, becoming particularly advantageous with business-oriented channels like LinkedIn and Twitter. So, how do you go about implementing this strategy for your sales team? What is considered professional behavior and where do you draw the line?

LINKEDIN: A PROFESSIONAL SOCIAL SELLING TOOL

In a recent survey eBook The Ultimate Sales Engagement Guide, LinkedIn ranked as the 2nd or 3rd most preferred communication medium between business executives and sales reps. Furthermore, 55% of executives agreed that they occasionally accept customized connection requests on LinkedIn, and 57% agreed that they occasionally respond to LinkedIn inmail from sales reps.

LinkedIn can clearly be leveraged to enhance the sales process. For the best outcomes in social selling, sales reps have three unique opportunities to connect with prospects on LinkedIn:

AS THE INITIAL MEANS OF CONTACT

An inmail message or customized connection request can act as the initial contact and replace a cold pitch email or phone call with a warmer, more casual form of contact.

PRIOR TO THE INITIAL PHONE CONVERSATION OR DEMO

A connection after initial contact made by another medium and before the initial virtual meeting or demo can serve to enhance the outcomes of the critical first impression. This strategy gives the prospect the opportunity to familiarize themselves with the sales rep, their personality, and their professional history.

BEFORE THE CLOSE

After initial impressions have been made, LinkedIn provides an opportunity to encourage a close by a personalized connection that provides greater insurance the prospect will respond with solid next steps.

AFTER THE CLOSE

And finally, LinkedIn provides a medium for the sales rep to stay in contact with the prospect after they become a customer. This can also serve as a means to upsell the customer later on.

TWITTER: A MEANS TO STAY CONNECTED AND SHARE INFORMATION

In addition, Twitter can be a powerful tool of communication and connection for the business world. In the same survey reporting on the power of LinkedIn, 13% of executive said Twitter was the most likely form of media to elicit their reply. However, Twitter did not rank amongst the highest forms of preferred methods of communication.

Nonetheless, Twitter can play a more passive role in social selling in the following ways:

- BUSINESS TO PROSPECT CONNECTION: Twitter can be implemented between the business account and personal prospect account to establish a casual connection at any point during the sales process.
- SALES REP TO PROSPECT CONNECTION: Similarly, the sales rep may connect with the prospect on Twitter at any time during the sales process.
- SHARING EXPERT MEDIA: Once connections are established, opinions and insights shared on Twitter can help establish the sales rep or your organization as an expert in the prospect's eyes, fostering a positive relationship both on and offline over time.

CONCLUSION

With the implementation of various sales strategies, your sales team can leverage a more widespread approach to their outreach and tailor the channels they implement for specific prospects.

From automation and conversational tools to overarching sales methodologies, socializing these opportunities for growth within your team will convert more prospects while allowing your SDRs to truly capitalize on their potential.

RESOURCES

https://acrobat.adobe.com/us/en/use-cases/sales.html

https://blog.hubspot.com/sales/account-based-sales

https://pages.ghagency.com/abm-statistics-to-ease-account-based-marketing-doubts

https://sharpspring.com/blog/7-ways-implement-omni-channel-strategy/

https://www.convinceandconvert.com/digital-marketing/6-critical-chatbot-statistics-for-2018/

https://www.tenfold.com/dialer/auto-dialer

https://www.salesforce.com/blog/2017/11/15-sales-statistics.html