

THE BRIEF HISTORY OF 'SELLING'



EVOLUTION OF DEFINITION

TRADITIONAL

Any transaction in which money is exchanged for a good or service is called selling. Prior to money coming into play, mankind practiced barter system for transacting goods or services.

MODERN

Moving from transactional to relational to finally a conceptual mode, selling has become a function of value proposition and buyer psychology addressal to convince people to buy your product or service.

QUICK TIME TRAVEL TO WITNESS THE EVOLUTION

THE AGE OF MANY FIRSTS

1440

1st printing press was invented

Business cards, brochures and collaterals became a norm

1831

Door bell was invented

Customer outreach was augmented with the birth of door-to-door salesperson

1876

Telephone was invented

Foundation of telemarketing was established

1956

A rotating file device 'Rolodex' was invented

It was used by salespeople to organise contact information, setting the foundation of CRM

1st print advertisement published

A real-estate company published an ad in Boston news-letter

1704

Telegraph was invented

1st mass commercial telegraph was sent by a dentist in 1864

1837

1st marketing magazine was published

Gave a print media platform to the brands for prospect outreach (Trivia - the magazine still sells as The Furrow)

1895

THE DAWN OF DIGITAL AGE

(1960s - 1999)

1960s

Mainframe computers came into picture

Computer based mails and messaging became possible

1973

First mobile phone was launched by Motorola

The age of mobility and connectivity dawned onto the world

1981

First ever laptop was made available to the public

Work-on-the-go model for salesmen saw its seeds being sown

1989

The World Wide Web was born

A milestone established not just for the salespeople but for the mankind

1995

Webex came into picture

Web-conferencing revamped the customer-relationship for salespeople with no more limitations of in-person meetings

1971

Introduction of email

First email was sent via ARPANET, ushering the world into a connected era.

1980

Voicemail service was invented

Quickly became the commonly used method by salesmen to reach their customers

1986

First contact management software - ACT, was released

Exploration gates into the CRM industry became wide-open

1990

CRM Explosion happened

Companies across the world started using CRM and the road from traditional CRM to evolved, cloud-based CRM was quickly covered

1996

Google was launched

Salespeople were equipped with access to anytime information, be it on business, prospect or their customers

THE MIGHTY

(2000s)

2000s

Sales industry sees major paradigm shifts

Big data, cloud, automation, analytics, mobility saw a boom

2004

Facebook was launched

Salespeople began to explore social media as a tool for streamlining sales funnel

2006

Twitter was launched

Another way opened to tap into the happenings in and around the prospects, to aid in lead generation eventually

2010

Apple brought iPad

Became a statement tool for salespeople to showcase their presentations

2003

LinkedIn was launched

A new way to search and interact with prospects opened up

2005

YouTube was launched

Became an easy tool for salespeople to showcase demos

2008

Cloud boom was witnessed

Cloud computing emerged as a huge market trend

2011-2018

New-age 'Selling' takes shape

Salespeople have been leveraging automation, social selling, intelligent CRM, advanced analytics, advanced BI, enhanced visualisations & data narratives and much more

Steady yet exponential integration of AI, ML, NLP, RPA, speech recognition etc. is revamping the sales processes

THE REBIRTH OF THE 'SELLING' STORY

Sales increasingly becoming Sales-Tech, shedding its traditional avatar

Sales reps undergoing a steep transition to thrive in the tech-dominated sales era

Technology empowering not just salespeople and buyers both

The era of symbiotic selling blurring the lines between customer gains and buyer profits

A PEEK INTO THE PROBABLE FUTURE

- By 2019, natural-language generation will be a standard feature of 90% of modern BI and analytics platforms. ¹
- By 2020, predictive and prescriptive analytics will attract 40% of enterprises' net new investment in BI and analytics. ²
- By 2020, more than 40% of all data analytics projects will relate to an aspect of customer experience. ¹
- By 2020, 25% of organizations using a sales performance management (SPM) solution will leverage advanced analytics for optimizing their sales compensation plans. ¹
- By 2020, cloud computing market is projected to reach \$411b. ³
- By 2020, public cloud Software as a Service (SaaS) market to rake in \$132.57b. ⁴
- By 2021, 75% of prebuilt reports will be replaced with or augmented by automated insights delivered on a 'most needed' basis. ³
- By 2021, the global business intelligence (BI) market is expected to reach \$29.48b with a CAGR of 11.1%. ⁶

TECHNOLOGY LEADING THE SALES EVOLUTION

A global survey revealed an optimistic landscape ahead for technology integration into sales processes. ⁷

91%

of the sales professionals say they use some kind of sales technology already.

55%

of sales pros predict that their companies would increase their sales tech budget in the next 12 months.

70%

of sales professionals expect to invest more time leveraging social tech techniques in the next twelve months.

While technology is changing every aspect of our lives - be it professional or personal, the world of sales has quietly made its move right into the heart of technology.

SOURCES

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