

# DIGITALLY TRANSFORMING SALES ENABLEMENT

Moving from Sales & Marketing ALIGNMENT to Sales & Marketing INTEGRATION



## NEED OF THE HOUR



Let me understand your problem...

**CONSULTATIVE SELLING**

01

02



03

Let me now show you the inherent value of the solution...

**VALUE SELLING**

You can trust me with the solution to achieve your sales goal...

**TECH POWERED  
CONSULTATIVE SELLING**

**90%** 9 out of 10 top-level B2B decision makers do not respond to cold outreach <sup>1</sup>

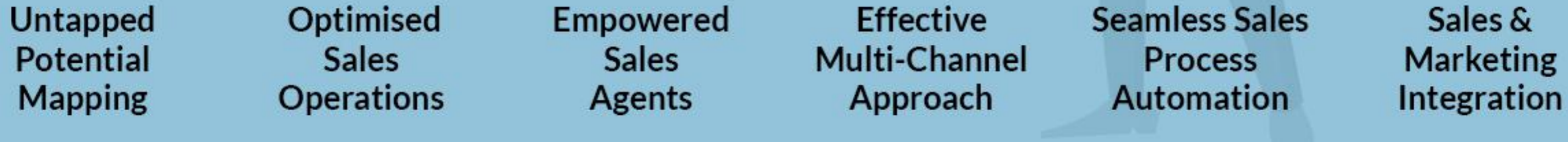
**70%** of unanswered sales email chains stop after the first email attempt <sup>2</sup>

**50%** of sales' time is wasted on unproductive prospecting <sup>3</sup>

## RAISING THE RED FLAG!



## DIGITAL AVATAR OF SALES COMES TO RESCUE



Untapped Potential Mapping

Optimised Sales Operations

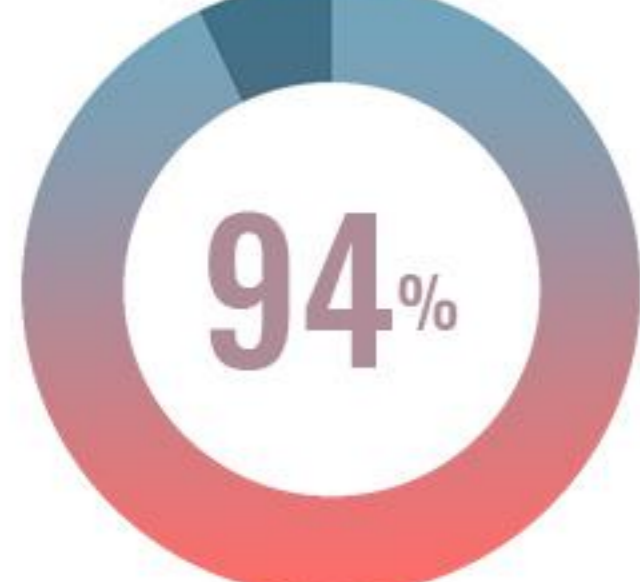
Empowered Sales Agents

Effective Multi-Channel Approach

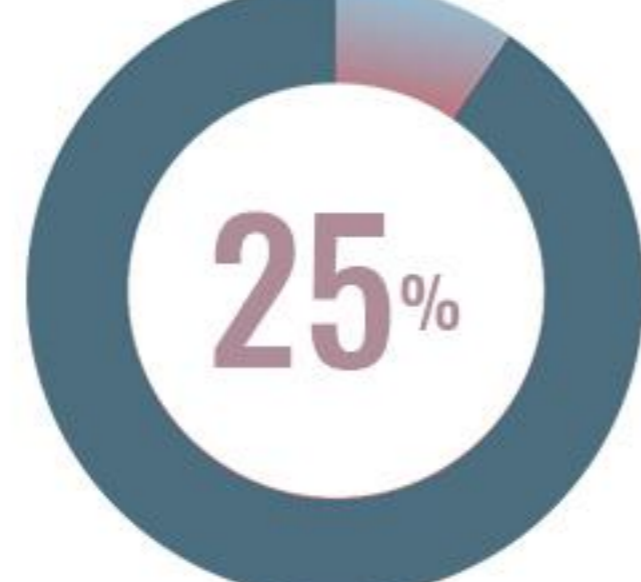
Seamless Sales Process Automation

Sales & Marketing Integration

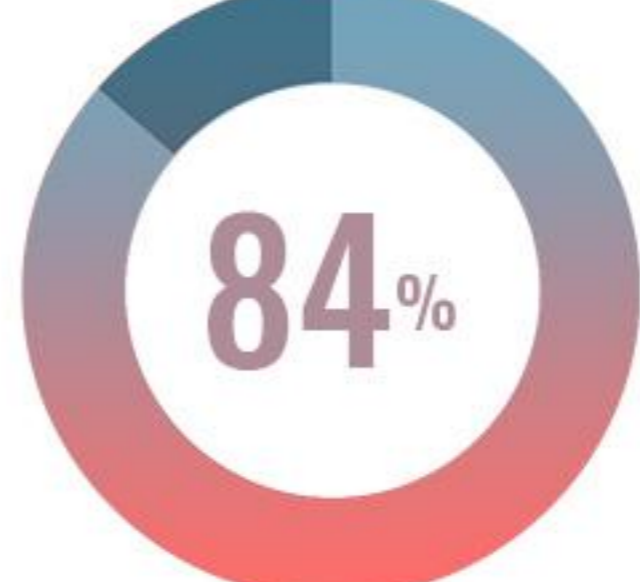
## LET'S TALK DATA!



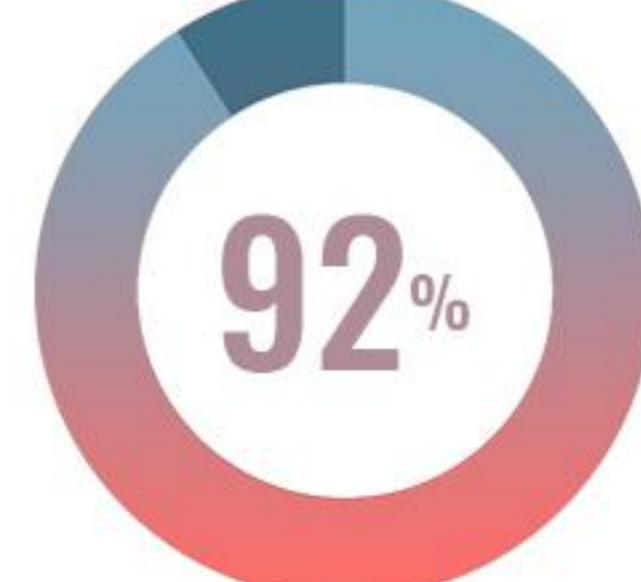
of B2B buyers conduct some degree of research online before making a business purchase <sup>4</sup>



customer service operations will integrate virtual customer assistants/chatbot technology across engagement channels by 2020 <sup>5</sup>



of C-Level executives use social media to make purchasing choices <sup>6</sup>

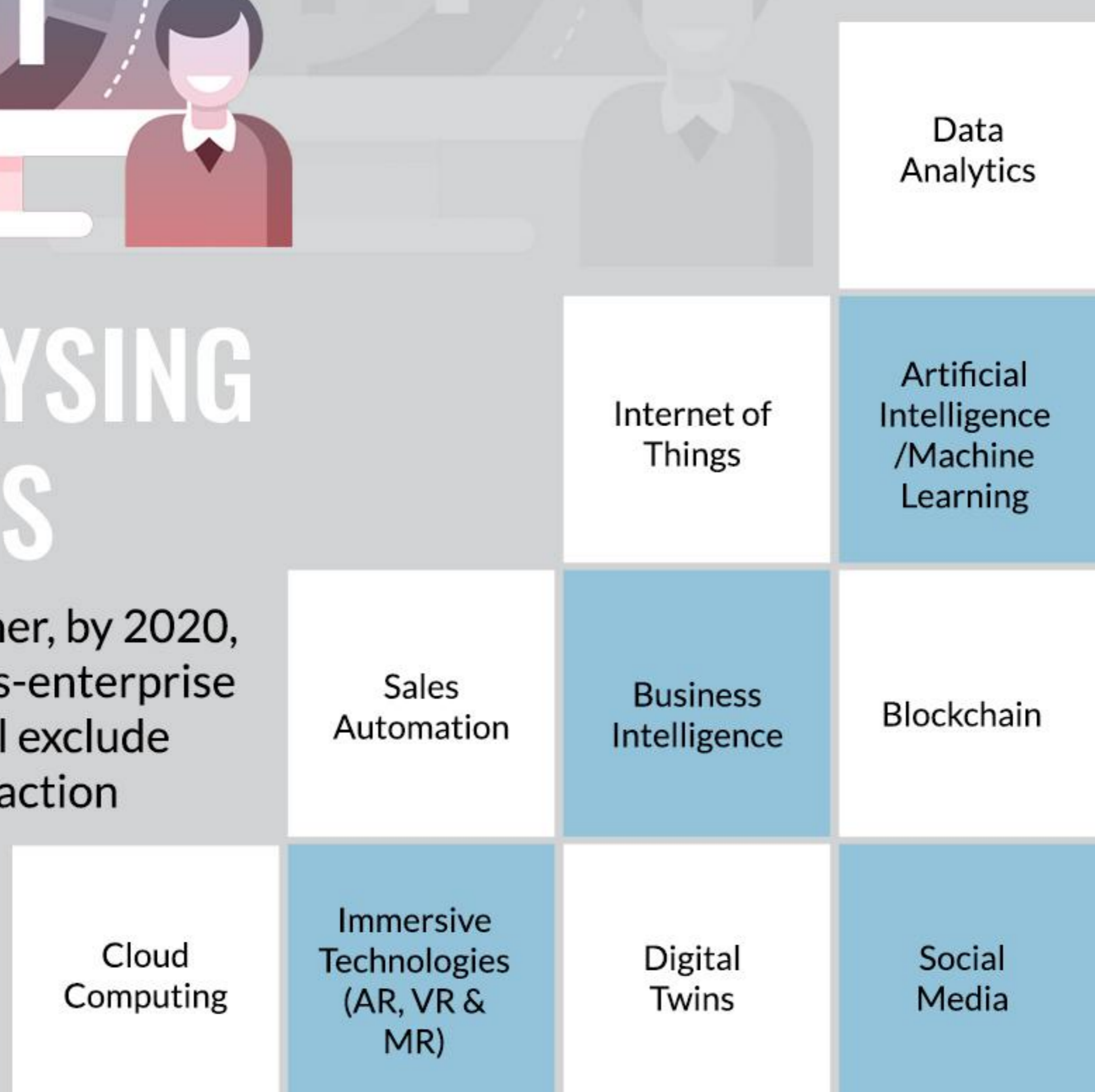


of B2B buying decisions are influenced by digital channels <sup>7</sup>



## CATALYSING AGENTS

**85%** As per Gartner, by 2020, of customers-enterprise relations will exclude human interaction



## FUTURE LOOKS PROMISING



04

Progress made in speech recognition will improve the deployment of sales tools by leveraging speech as a data-inputting mechanism

01

Intelligent CRM & Sales Process Automation will make significant improvements in augmenting the efficiency of sales

05

Social Selling and Analytics leverage will emerge as two of the strongest drivers for augmenting sales

02

Data and Technology will empower customers to make more informed purchase decision

06

Automated yet personalised customer outreach will change the dynamics of sales industry making it take a big leap

03

The rising waves of cryptocurrencies and blockchain will push the e-commerce progression further

07

Market will see major investments by companies in nurturing innovation in-house

The Sales DNA is now driven by Technology

### Reference links

- <https://www.marketingprofs.com/articles/2018/33736/social-selling-three-reasons-its-good-for-business-and-four-steps-to-get-you-started>
- <https://www.superoffice.com/blog/sales-pitch/>
- <https://blog.hubspot.com/sales/prospecting>
- <https://www.superoffice.com/blog/social-selling/>
- <https://www.gartner.com/newsroom/id/3858564>
- <https://www.impactbnd.com/blog/social-selling-stats>
- <https://digitalmarketinginstitute.com/the-insider/29-11-17-how-to-prepare-your-sales-team-for-social-selling-success-in-2018>