



You May Not Be Driving The Car Anymore

December 6, 2013

Topics

- The Buyer Revolution
- Customer Experience Means Revenue
- Changing How We Think About Sales
- Four Things To Embrace CX

The Buyer Revolution

So, you think
you are steering the car?



57%

of the buying process is
already done before
your rep's first call

Buyers are
learning on
their own
and delaying
their contact
with
suppliers
until late in
the purchase

Creating Customer Experience

Think about this...

It used to cost \$10m to start a software company.

Now it costs less than \$25k

Functionality, pricing and ease of use have become table stakes

The new battlefield is

Customer Experience

(even in B2B)



Does Customer Experience Really Matter?

Guess who is the largest mobile commerce company in the world?

Google™



PayPal®





Starbucks' is the #1 mobile commerce solution on the planet

\$500 million in 2012 alone



- Starbucks, Apple and Lexus can teach us something
- Great customer experiences activate the most powerful sales enablement tool ever created... **Vocal Customers**
- Sales can't create CX on its own but it *can* lead the company to embrace it
- Sales can do more to help (or hurt) CX than any other department in the company. But, some things have to change...

Changing How We Think About Sales

We have been doing sales the same way for half a century

The digital world is creating a buyer revolution and
the role of sales is changing with it

A group of young people are standing in a line, looking out of a large glass window. The person in the foreground is a young man with dark hair, wearing a dark patterned shirt, with his hand on the glass. Behind him are several other young people, including a blonde woman, a woman with long dark hair wearing a black leather jacket, and a man in a white shirt and tie. They are all looking out the window with interest. The background outside the window is a bright, slightly blurred city street.

Embrace The Window Shoppers

Embrace the Window Shoppers



- Sales no longer controls the buying cycle – you aren't even invited till the second half of the game
- Window Shopping is the new norm – make it easy for prospects to learn a lot about you without making them "walk in the store"

- With the right training, window shoppers who choose to “walk in the store” can be your reps’ most successful type of prospect
- Your prospect is likely to have signed up for your newsletter and visited your site long before they’ll take a call from your rep – make sure your rep understands the prospects “behavior” before they get on that call

Be the
Caddy



A good caddie is more than a mere assistant. He is guide, philosopher and friend.

- *Henry Longhurst, the renowned British golfer and commentator*

- For decades, sales reps played the role of the quarterback but the buyer revolution has shifted their role... to the Caddy
- The rep is the expert, the consultant, and the trusted companion – the rep supports the customer through the buying process
- It's no longer just about the rep winning the deal, the reps primary job is like the caddy, to make their customer wildly successful

Five Things You Can Do

How can sales become a catalyst for amazing customer experiences that ultimately drive even higher levels of revenue?

#1 Be Easy To Find



Being Found

- **Search engines are a great start but there's lots more...**
- **Get Social** – not just Twitter - think Quora, LinkedIn, Wikipedia, etc.
- **Leverage your reps** – they need to be active participants in the online communities their customers are part of – post on blogs, answer questions, ask for advice, etc.
- **Get Listed** – Listing and ranking sites are exploding – G2Crowd, TrustRadius, etc.

HubSpot Gets Found

- Hubspot is a marketing technology company credited with inventing “inbound marketing”
- The company is *all about content and being found*
- Hubspot’s site is the 300th most trafficked site in the US ahead of PBS.org, USNews.com, evite.com, MTV.com, etc.

#2 Automate and Nurture



Lead Nurture

\ˈlēd\ \ˈnər-cher\

Lead Nurturing is the process by which sales prospects are tracked and developed into sales opportunities. Nurturing is often achieved with software-based automation.

64%

of marketers do not
use automation to
nurture leads

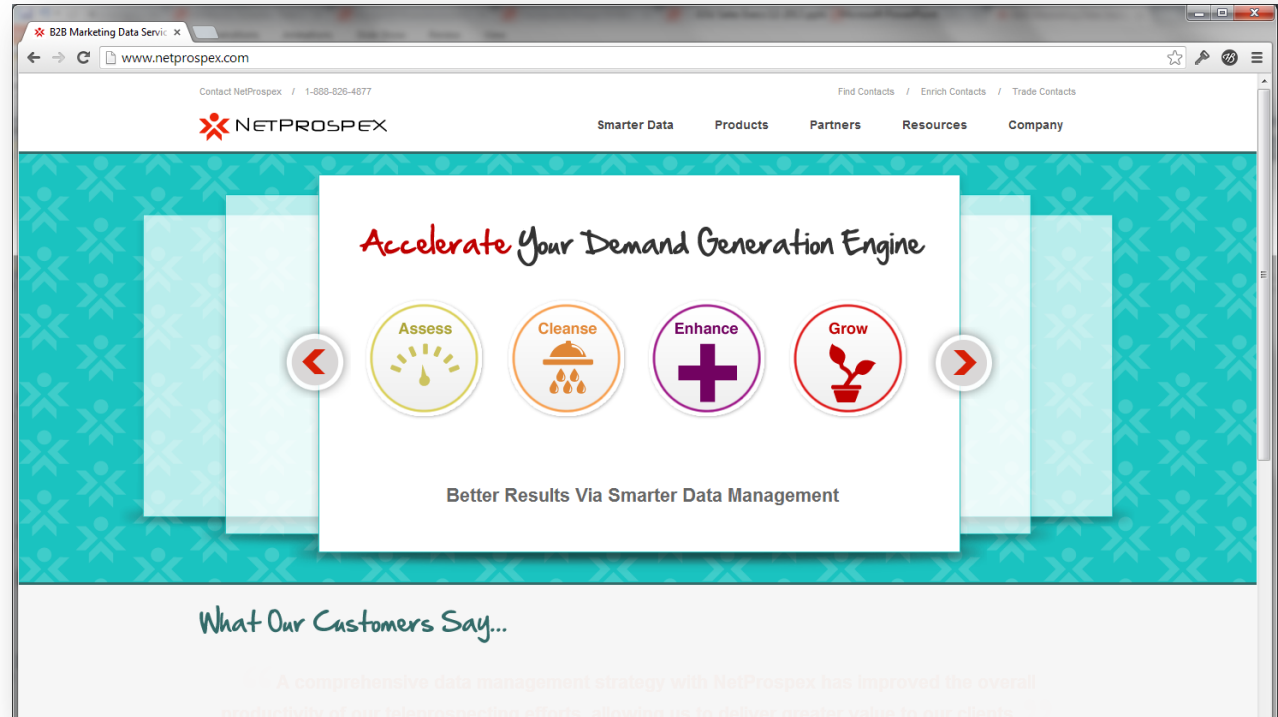
Automate and Nurture – Example Campaigns

- **Purchase hot buttons** – sales rep initiates based on insights from prospect discovery – specific sequence of content addressing the most important decision criteria for the prospect
- **Reactivate** – use your old leads to check in with prospects 6 or 12 months after initial contact
- **Webinar or tradeshow** – reminders beforehand & evaluations afterwards
- **Lost sale** – nurture them as they approach a re-evaluation in the future (bonus points: highlight your strengths over the competitor they selected)

Nurturing goes
beyond email

Netprospex nurtures
on their website

The site understands
prospect behavior
and guides each
person through a
unique journey
tailored to their
specific interests



#3 Understand Behaviors



What they do is far more important than what they say

Behaviors

- Behaviors are the digital breadcrumbs that prospects leave as they traverse the buying process

What pages did they visit?

How long since their last visit?

Which articles did they click to read?

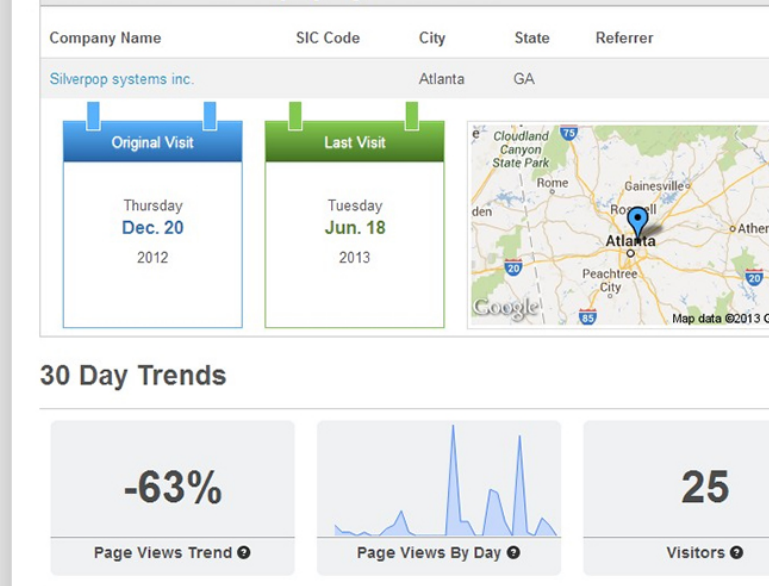
Did they post on Twitter?

How many emails did they open?

Did they watch the video?

- Behaviors can transform how you score and nurture

SILVERPOP



And Even More Important:

Understanding behaviors can transform the speed and depth of impact your reps have during every conversation with a prospect



Good

(demographics and form submissions)

Title: **VP or Mgr**

Selection: **3 months**

Budget: **\$50k**

Industry: **Mfg**

Better

(behavioral insights driving marketing and sales)

Strategic white paper or demo

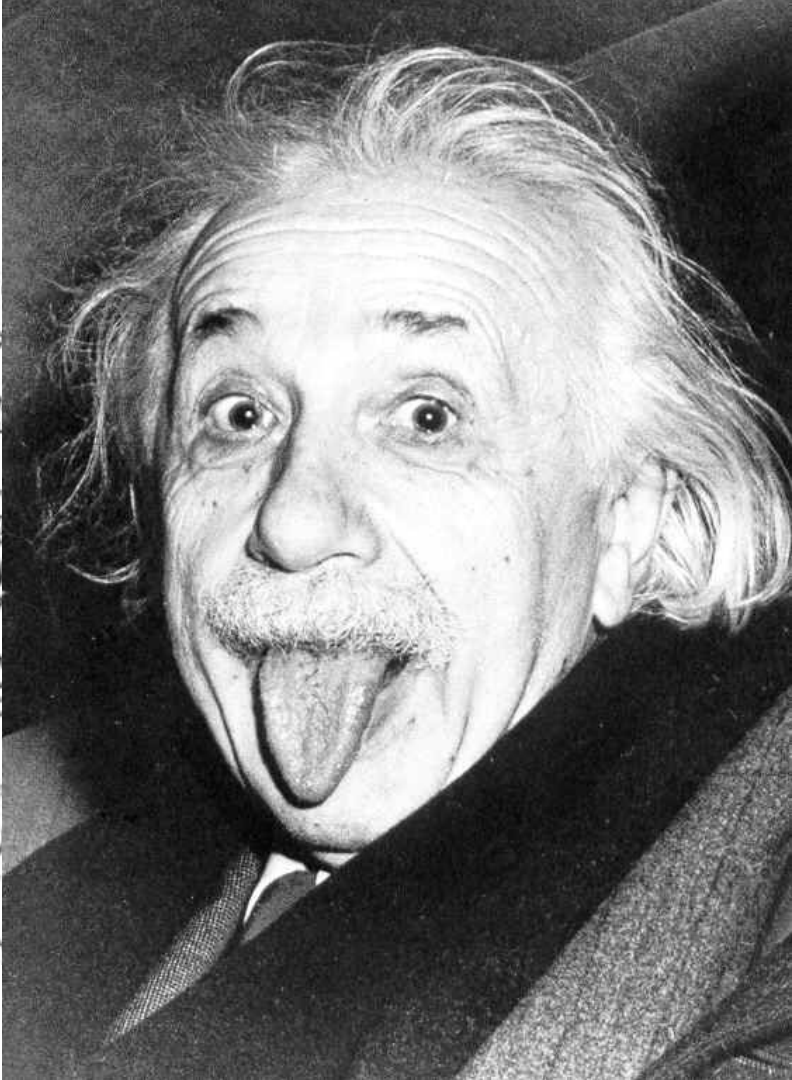
Visited site 3 times in last 2 days

Custom ROI calculator results

Clicked on a vertical case study in email

#4 - Apply Revenue Science

$$\begin{aligned}
 p(x) &= \frac{\sum_{k=1}^n p_k \log_2 \frac{1}{p_k}}{\sum_{k=1}^n p_k^2} & (i, j) &= A_i - i \cdot E & \eta &= \frac{1}{2} \sum_{k=1}^n \eta_k & S(\alpha, \tau) &= \frac{2}{\pi} \int_0^{\pi} \frac{\sin \alpha t}{t} dt \\
 y &= \phi(x) = \frac{1}{\sqrt{2\pi}} \int_{-\infty}^x e^{-\frac{t^2}{2}} dt & W_k &= \left(\frac{n}{k}\right) p^k (1-p)^{n-k} & P(\eta < y | \mathcal{F} = x) &= \sup_{\gamma < y, \gamma \in \mathcal{F}} P(\eta < \gamma | \mathcal{F} = x) \\
 \sin &= A_n U \pi A_n & A_n &= \frac{n!}{2} \left| \int_{|x| > A} \frac{1}{f(x)} \log_2 \frac{1}{f(x)} dx \right| < \varepsilon & g^{-1} \cdot g &= e & \gamma &= \sqrt{\frac{2n}{V_n}} \left(\frac{\gamma_{2n}}{\sqrt{2n}} + \frac{\gamma}{\sqrt{2n}} \right) \\
 \int d\phi_k(x) &\geq \frac{1}{2} \sum_{k=1}^{\infty} e^{-\frac{k^2 \pi^2}{x^2}} = H(k) & \prod_{k \leq b} & \bigcup_{i=1}^{n-1} H_i; \bigcap_{n=0}^{\infty} X_n & f_n(t) &= \frac{2^{-n} (n-1)! e^{-t}}{(n-1)!} \\
 f_{n-1}(t) &= \int_0^t f_n(u) f_1(t-u) du = \frac{2^{n+1} t^n e^{-2t}}{n!} & \lim_{t \rightarrow \infty} (a t) &= 0 & \lim_{n \rightarrow \infty} & \\
 \log \varphi(t) &= i \gamma t - c |t|^k \left[1 + i \beta \frac{t}{|t|} \omega(t, u) \right] & \mathcal{G}(u) &= \sum_{k=1}^r \psi^k(b_k u) & \lim_{n \rightarrow \infty} P &= \frac{\sum_{i=1}^n a_{ij} b_{ij}}{\sqrt{1 + \frac{a_{ij}^2}{b_{ij}^2}}} \\
 \int_{-\infty}^{\infty} e^{-\frac{u^2}{2}} du &= F(x) \left(\frac{1}{\sqrt{2\pi}} \right)^{-1} & |\psi_f(t)| &= \left| \int_{-\infty}^{\infty} e^{itv} dF(x) \right| \leq \int_{-\infty}^{\infty} e^{-vx} dF(x) = \varphi_f(iv) & g^{-1} N g & \\
 \prod_{m=1}^{\infty} \Gamma_m &= \prod_{r=1}^{\infty} \Gamma_{m-r} & (X \cup Y) &= |X| + |Y| - |X \cap Y| & \lim_{n \rightarrow \infty} \frac{1}{n} k_n \left(\frac{x}{\sqrt{n}} \right) &= \frac{1}{\sqrt{2\pi}} e^{-\frac{x^2}{2}} & P_n(k) &= \mathcal{P}_n(k) \\
 f: X &\rightarrow X \cap W & \bigcap_{i=1}^n & p_i & \leq \frac{1}{n} & \bigcap_{i=1}^n & p_i & \leq \frac{1}{n} & \bigcap_{i=1}^n & p_i & \leq \frac{1}{n}
 \end{aligned}$$

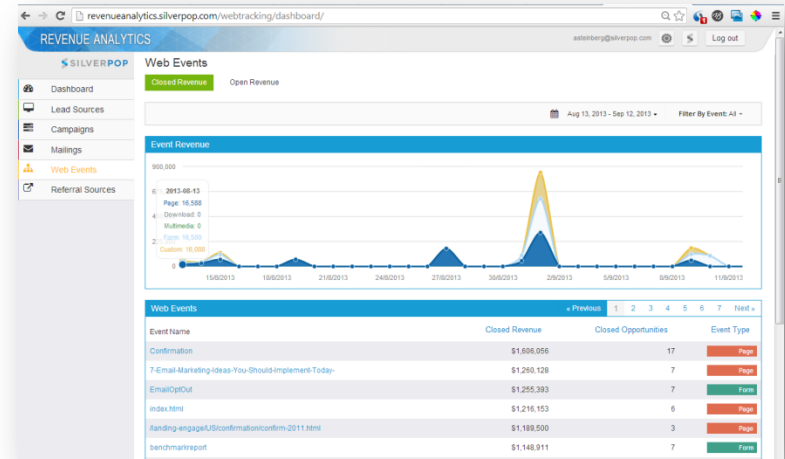


What Would You Do Differently If You Knew...

- A tradeshow booth visit delivered twice the deal value of a demo
- Attending a specific webinar was worth more deal value than any of your white papers
- Onsite demos resulted in 80% higher average deal size
- A Sales VP follow up call after the proposal had a negative impact on deals

Revenue Science

- What if you knew the value of each customer touch?
 - Each pitch, each call, each webinar, each ... everything...
- “Big Data” solutions are emerging that will tell you the precise value of each touch and each step in the selling process



Steering the Car

So, you think
you are steering the car?



The fact is that
your customer is
steering the car

But, in the future of
selling, this just means
your sales teams get a
better ride



Thank you

Questions?