

Sales AHEAD[©]

Selling in the digital era



Context for the 2020s

Digital has transformed how we live, work, communicate, socialise and collaborate...

...And yet, digital transformation may still be an issue for many organisations

COVID-19 has been an accelerator of transformation enabling competitive advantage or rapid failure

In order to succeed, businesses need to engage customers and consumers remotely as much as face to face, driving the need for fresh thinking and rapid upskilling, such as:

- digitally enabled selling
- remote selling and communications toolkit
- virtual customer management
- handling objections and negotiations remotely

Sales Ahead

Customer engagements and interactions have evolved rapidly in the digital era but sales training has often lagged behind and remained rooted in traditional selling principles. Selling in the 2020s is far different to selling even 10 years ago as evidenced in Figure 1. below.

While 'traditional' sales skills are still perfectly valid, new approaches, new skills and evolved behaviours are urgently required in order for sales professionals to stand out from the competitive crowd and secure advantage now and ahead.

Facilitated by:



Anne Boisier-Fouché and **Jeremy Blain** have over 60 years' combined experience in sales, sales management and business leadership. They have created the Sales Ahead[©] platform to bridge the gap they see in how sales training and development has been delivered in the past and how it must rapidly shift to be relevant, meaningful and practical in a more disrupted, remote, digital world.

Anne and Jeremy have developed easy to deploy, 2-hour, virtual learning paths for both sales professionals and sales management.

The learning is designed to take the most important traditional sales skills and blend them with the new capabilities sales pros and managers need now, in order to thrive in today's increasingly digital and dispersed workplace

NB our virtual classes can also be deployed as extended face-to-face sessions

Past Now (traditional selling)

- Products, solutions, experiences & services
- Sales Function engagement
- Sales professional
- Human touch
- Customer profile
- Known competitors

EXTERNAL

- Sales strategy and tactics
- KPI driven
- Empowered
- Sales skilled
- Responsible
- Generic tools / tech

INTERNAL

Future Now (2020s selling)

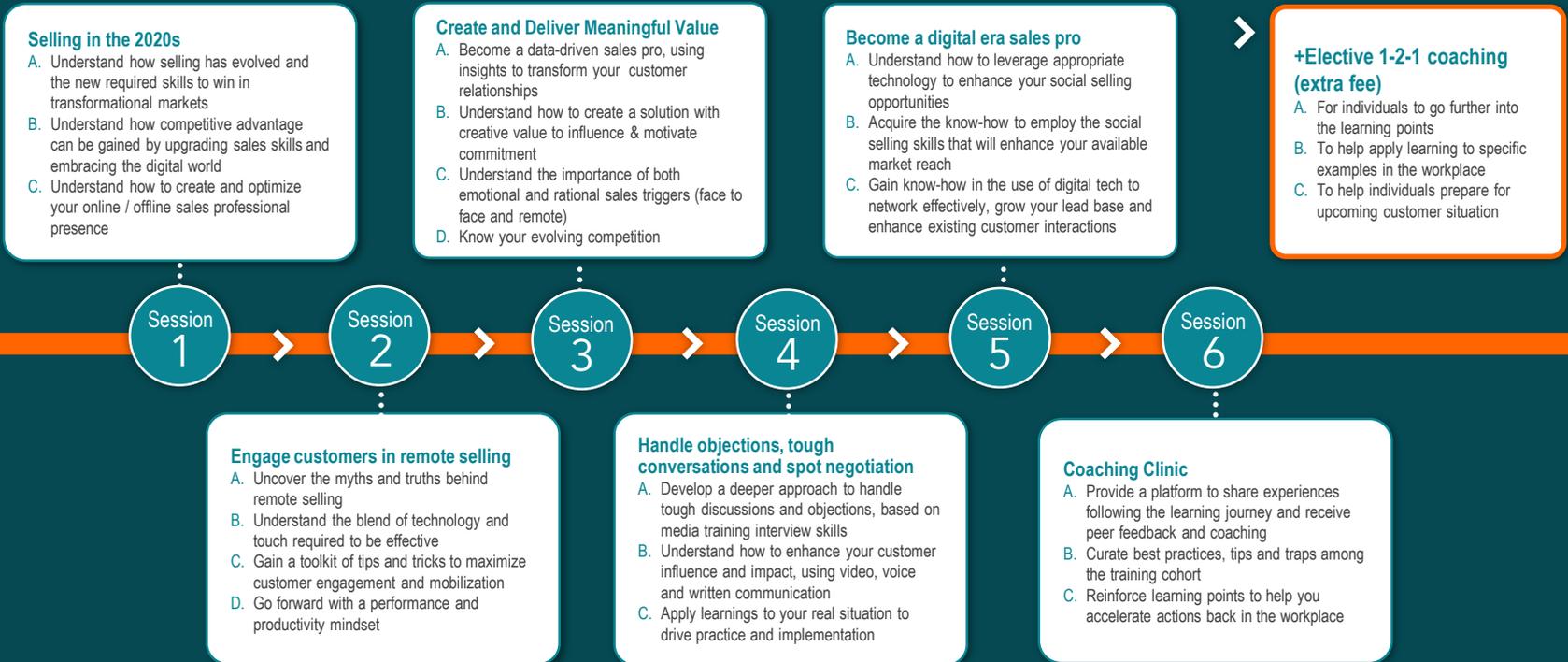
- Customer and Consumer journeys
- One organisation engagement
- Trusted Business Partner
- Digitally enabled / Data driven / High touch
- Industry profile / socialised & networked
- Hyper competition (new, existing)

- Growth mindset
- Data analytics and insights driven
- Owned
- Business and 'connected' selling skilled
- Accountable
- Integrated ecosystem / Data analytics

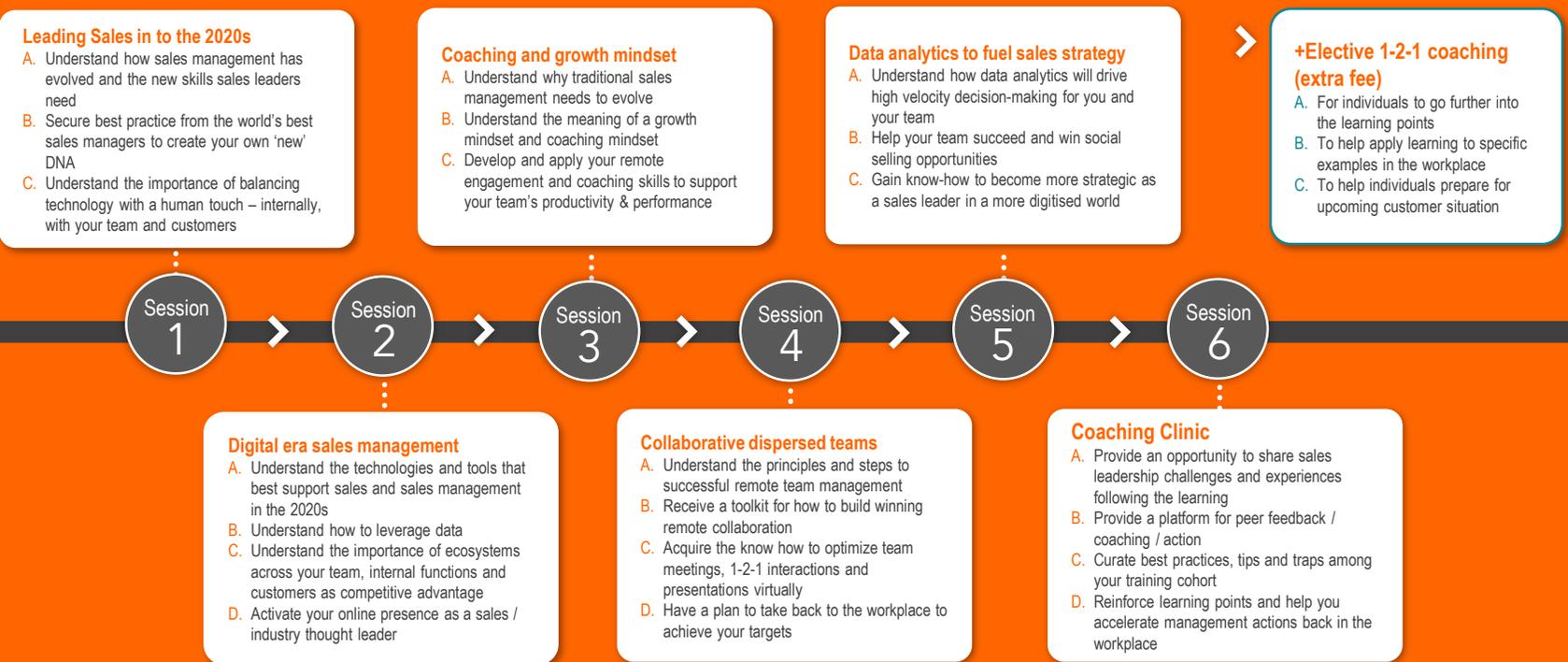
Figure 1: Shifting the sales paradigm

2-hour virtual classes as complete learning journeys or pick-and-play

Sales Professionals



Sales Management



We deliver virtual training with uniqueness, engagement and interaction



Engaging online activity (Polling, Chat, Discussion)



Virtual Breakout rooms for group activity and sharing



Case studies, best practice share, and further reading / links to reference material



A range of related diagnostic Solutions for added inter-session development (elective)



Elective 1-2-1 remote coaching between sessions to embed the learning and move to action



20-minute guest spots. Experts within the specific topic who can add significant value and new perspectives to the topic at hand