

Sales of the 3d Millenium – Christian Devillez



What is the Future of B2B Sales Rep ?



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*"A million B2B sales reps
will lose their jobs
to e-commerce by 2020"*



The Key question is :

Does the B2B Sales reps has a future or not ? If yes which one ?

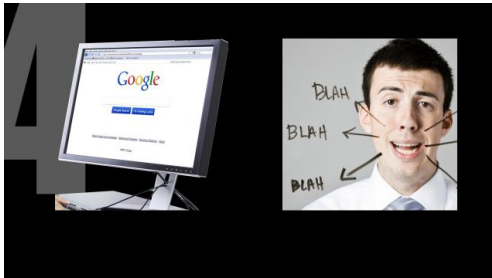
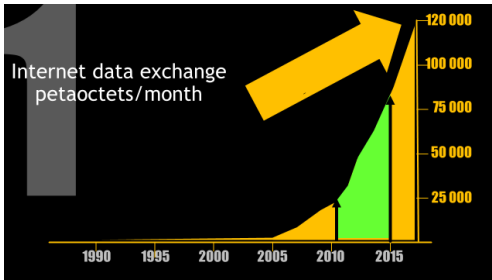
The Big Shifts



Among others,
5 big shifts on 3 generations time
have a huge impact
on the customer – Sales person
relationship :

1. The relationship with authority
2. The critical mind
3. The trust attitude
4. The loyalty norm
5. The consumer technological lead

The Big shifts



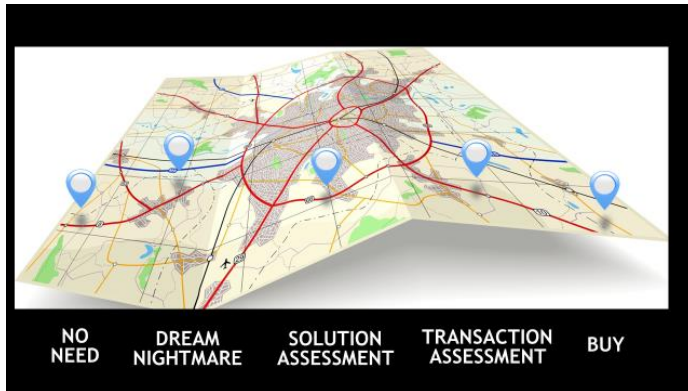
- 1 INFORMATION**
- 2 WAY TO BUY**
- 3 NEVER INTACT**
- 4 WHEN & HOW : HUMAN**

The Digital Revolution is now !

This has major impacts on
on the customer – Sales person
relationship :

1. Customers access to information,
2. The way to buy
3. The footprint of internet on the customer buying maturity and buying autonomy
4. The moment and the way people will act when they meet a sales person, if they meet him

Zoom 1 : The buying maturity



Every customer follows a buying process in different steps , from “I have no need” to “I buy” .
In each step, the customer behaves on a different way and is looking for different kind of information.

The “old school” sales process is totaly misaligned with this process due to the omnichannel buying journey

Zoom 2 : The buying autonomy



The “buying autonomy” changes drastically the way people interact with sales organizations and with sales persons .

They behave on a way which requires totally new skills from the sales people.

Zoom 2 : The buying autonomy



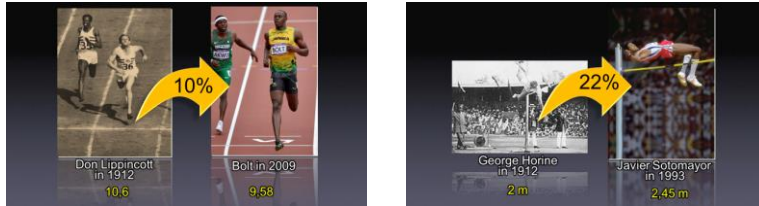
New skills are required in the new arena of sales of the 3d millenium to interact with autonomous customers :

Among others :

The capacity to

1. Demonstrate knowledge versus information
2. Act as an expert
3. Manage complexity
4. Make diagnosis instead of listening to needs
5. Change customer's mind

Reinventing the Sales approach



In summary, in today's world, it is not the continuation of the practices of yesterday, as effective as they were, that can lead to success.

The sales professional has to adapt to the new situation: to reinvent the sales approach by a true transformation of the sales practices and the integration of technology.

The world does not need sales people to do what Internet can do better than anyone.

Reinventing the Sales approach



The Sales Person of the 3d Millenium :

Sales people have to integrate the areas where their influence, sometimes boosted by the right use of new technologies, is still irreplaceable. In doing so, they position themselves in the world of **the 3rd millennium sales professionals**, the world of the charismatic & technophile sales community.

Your 3d Millenium Sales Performance



Do you want to **improve your 3d millennium selling performance** ?
We can help you.

A 3d Millennium **conference** for your sales convention ?

A 3d Millennium **Sales management** training ?

A 3d Millennium **Sales** training ?

An in house 3d millennium **transformation plan** ?

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