



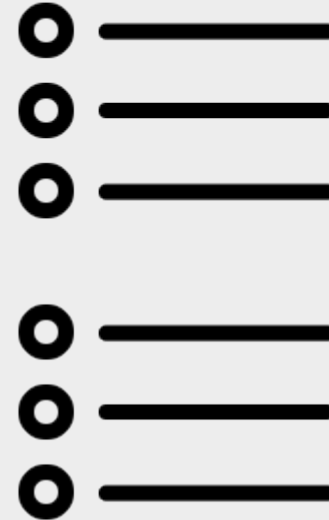
Building Scalable Inside Sales

Artem Berman

Starwind

Scope of deck

- § Sales. A definition.
- § Sales and Marketing
- § Two processes. Same funnel
- § Marketing evolution
- § Sales classification
- § Sales direction
- § Sales approaches
- § Sales in a single formula
- § Main challenges
- § Is it for me?
- § Takeaways



Sales. A definition.

As Wikipedia says:

A sale is the exchange of a commodity or money as the price of a good or a service.
Sales (plural only) is activity related to selling or the amount of goods or services sold in a given time period.

But there is much more to it than that.

The implication of this definition is that sales is a process. So, it's safe to say it is something, that can be imagined as set of actions consequently executed within a period of time.

In the broader meaning, sales are the process of convincing somebody accept your offer and provide you with the something you want in return.

- When attending, job interview you are selling yourself.
- When on the meeting you are selling your ideas.
- «Are we negotiating? Always! » © Devil's lawyer

So, is it an art or is it science? It is an art that can be measured with the numbers.

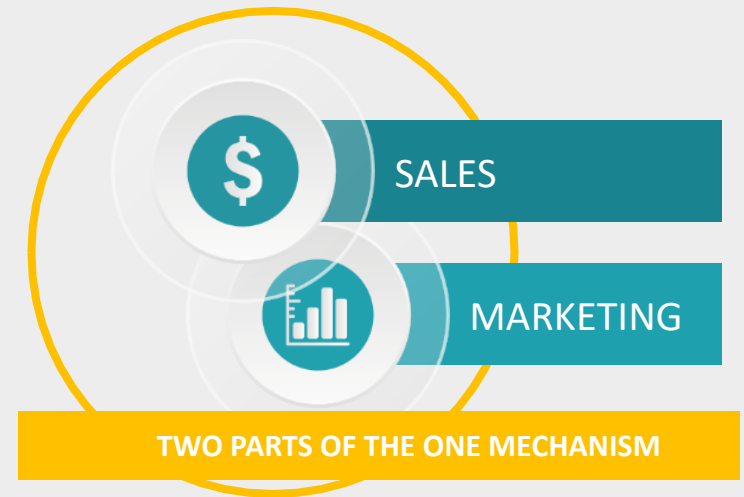
Sales and Marketing

Again, let's see the definition.

Marketing is a form of communication between you and your prospects or customers with the goal of selling your product or service to them. Communicating the value of your product or service is a key aspect of marketing.

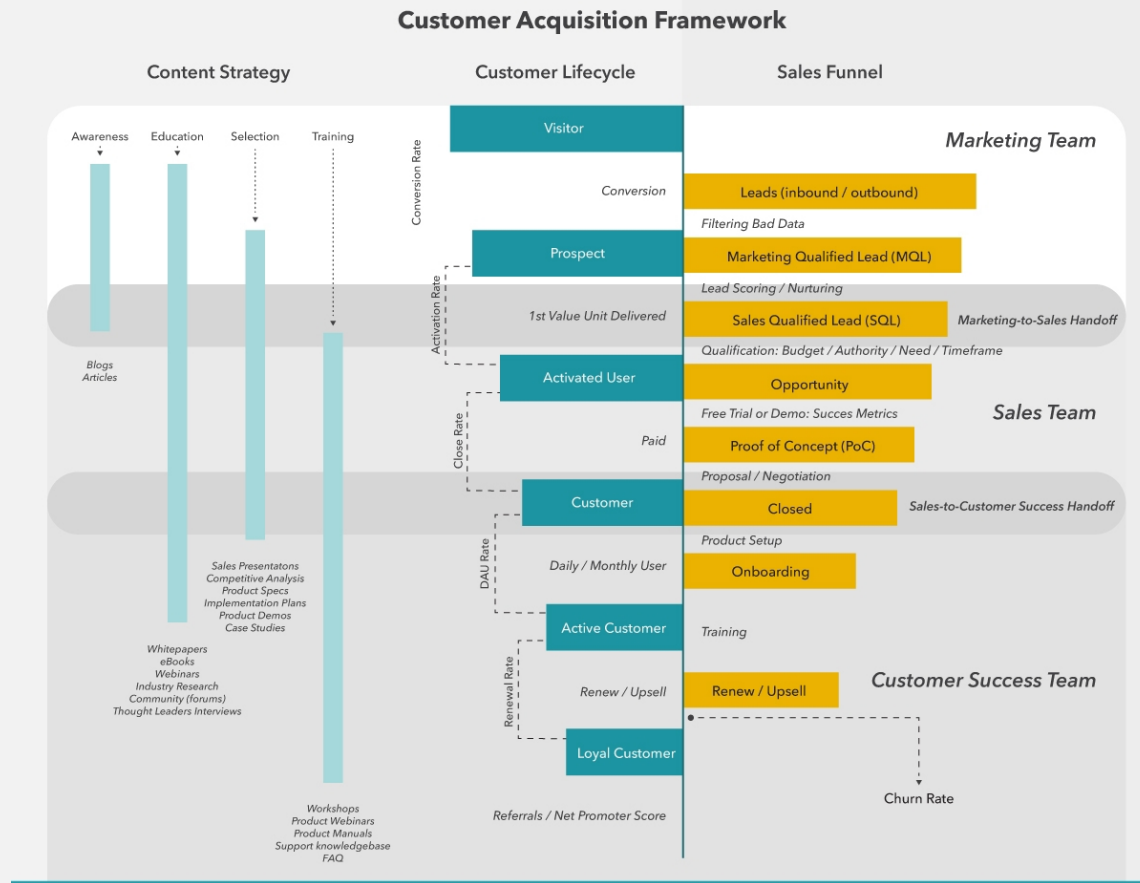
So, the goal of **marketing** is a sale.

This way you can hardly distinguish between the sales and marketing process because both aiming the same and talking about the same process.



In this course we are talking about the process of selling where the actual sale is only a point on the timeline. Means there are many points before this one and many after.

Two processes. Same funnel.



The best visualization of the fact that sales and marketing are essentially the parts of the same process would be the funnel. Lead has its evolution within the same funnel. The only difference is that early stages of the process normally covered by the marketing and later – sales. It is the same process still.

Marketing evolution

The marketing has undergone the evolution from the traditional “by interruption” outbound to the modern “by permission” inbound form.



Outbound marketing tries to reach consumers through general media advertising as well as through in-person contact.



Inbound marketing is a technique for drawing customers to products and services via content marketing, social media marketing and search engine optimization.

Transformation of Marketing

Mission

Represent the company	→	Represent the customer
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Finding customer	→	Being found
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Customer Intelligence

Mass advertising	→	1:1 Targeting
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Demographic	→	Behavioral
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Mechanics & Tactics

Point in time blasts	→	Continuous relationships
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Few/isolated channels	→	Exploding/ Integrated channels
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Measurement

3 rd party data	→	Owned, big data
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Intuitive decision making	→	Fact-based decision making
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Sales classification

So now we have the leads and we are up to sale. How do we do?

If sales is a science, then that must mean we can classify it. Let's talk about **the options** here:



Direct Sales

- § Outside Sales
 - Business to business
- § Inside Sales
 - Remote sales
 - Online sales
 - Retail



Indirect Sales

- § Affiliate Online Marketing
- § 1-tier sales
- § 2-tier sales

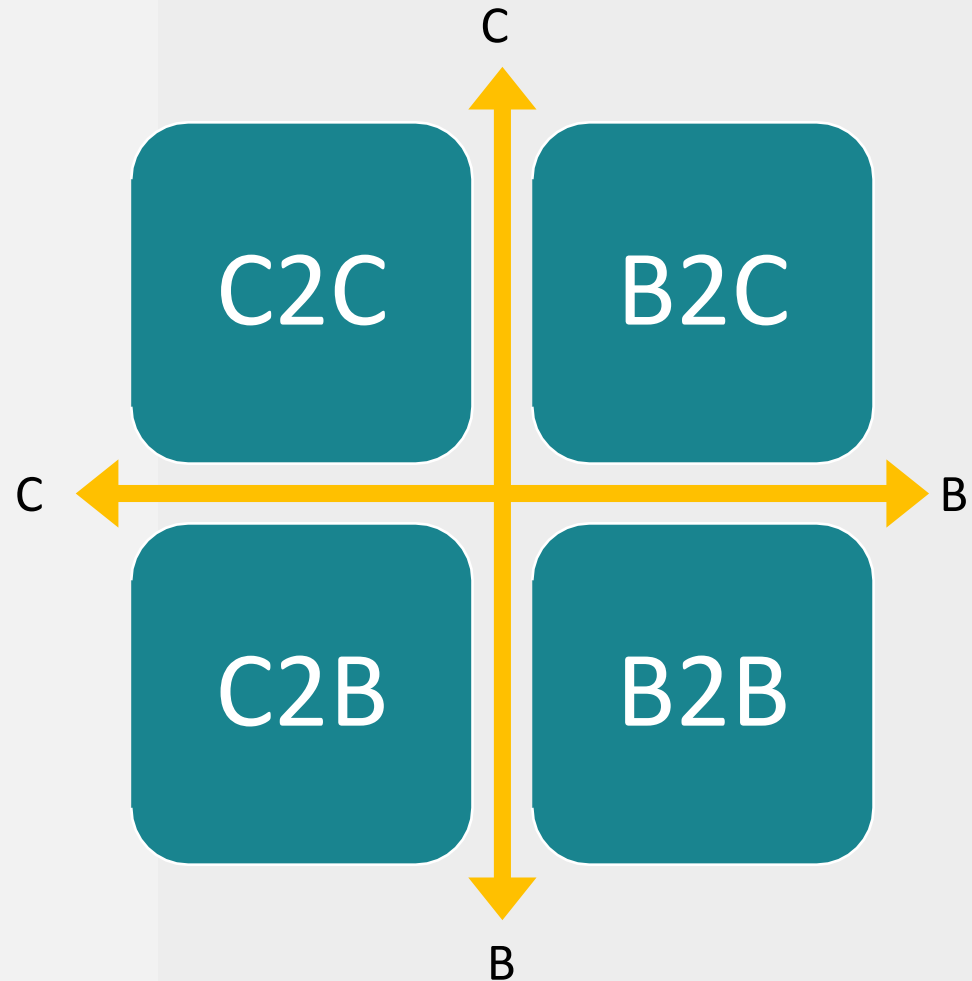
Sales direction

We can further categorize Sales by direction of the Sales process:

- § C2C Consumer to Consumer
- § C2B Consumer to Business
- § B2C Business to Consumer
- § B2B Business to Business

There are more options exist.

Within the scope of this course
we are concerned with B2B and
B2C sales though.



Sales approaches

There are hundred ways to skin a cat and million ways to die in the west.

There are lots of criteria we can classify sales approaches based on:

- Product-oriented Selling
- Need-oriented Selling

And then:

- Aggressive Selling
- Consultative Selling

Now let's elaborate and try to find out the most effective approach for the larger B2B sales this course is concerned with. Spoiler words are:

- Relationship
- Trust



Sales in a single formula

Even though the sales is a complex process, there is only one strategic condition that should be met for a buyer for sale to happen. Putting it into a single phrase: “The real or perceived value of the goods or services should be higher than the real or perceived value of the money they cost.” Or as a formula

$V_g/s > V_m = \text{Sale}$

The rest of the process would be about building and communicating such a value, that is doing the effective marketing.



Main challenges

Challenges are what make life a fun and are something we have a “love and hate” relationship with. Now let’s briefly outline some challenges a sales rep faces daily:



- § Hitting the numbers. And after having hit them, you get your annual sales target doubled for the next year.
- § Finding motivation.
- § Avoiding procrastination.
- § In depth (well, well, well) knowledge of the product you are selling.
- § Engineers? Nope, never heard.
- § You need to be calling.
- § You need to be forecasting
- § You need to maintain CRM. Daily. Boring.

Is it for me?

Sales as a profession...

Sales is a very stressful and emotions consuming activity. It requires well developed soft skills, persistence, stress tolerance, psychological ability to open the discussion with the complete stranger, internal locus of control, emotional intelligence

- Can you **handle stress**?
- Can you **start talking** to a stranger easily?
- Can you **learn** fast?
- Can you **be persistent**?
- Can you ...

Have you got?

- § Presentation skills?
- § Communication skills?
- § Technical skills?
- § Motivation?



Takeaways



Sales is the process that never stops



Sales and marketing are the same



Sales is about building the relationship of trust



Sales magic formula



Know yourself

About lecturer

Art Berman, MBA

Art Berman is a successful serial entrepreneur who has founded a number of companies in the technology industry. Mr. Berman brings more than a decade of entrepreneurial experience building and advising successful software companies. Art has managed worldwide online sales and operations since 2003. Mr. Berman earned his Bachelor degree in Economics from Moscow International Business Institute in 1997 and Executive MBA in Edinburgh Business School - Heriott-Watt University in 2014.





Thank you!



Questions
