



Delivering Sales Excellence in the New Normal

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Frost and Sullivan Sales Series

This will be an “Awesome” Meeting if we...

- ☐ Develop ideas to help your sales team continue to build meaningful engagements and trust with your prospects and customers virtually
- ☐ Develop new ideas for your product, marketing, sales, and CS teams to focus on to drive more value and strategies to win
- ☐ Learn from each other how we are deploying “technology” to ensure quality experience and outcomes for your business.

Sales Insights in the New Normal

77%

- **Virtual selling goes mainstream:** holding more virtual meetings

44%

- **Less responsive buyers:** 44% of respondents anticipated decrease in responsiveness to outreach

44%

- **Longer sales cycles:** 44% of respondents said customers' sales cycles increased

Crisis provides Shadows and Sunshine...



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“Longevity in business is about being able to reinvent yourself or invent the future.”

Satya Nadella
CEO at Microsoft



NETFLIX



WARBY PARKER
eyewear



GROUPON™

Relationships Matter ➡ Trust



From

To



The Experience Model...they will remember how you made them feel!



In Their Corner

People
Empowered

Programs
Personalized

Technology
Intelligent

Confidence = Trust

Pandemic World Class Engagement



What should business leaders be enabling to help their teams continue to build trust and relationships with customers & prospects in this new-normal?

1. Reassess Value Chain priorities and OP-Mech
2. Rework your marketing and sales narratives and approach
3. Assess and invest in upskilling your salespeople
4. Creativity is a must in “how” you continue to build relationships with your customers / prospects
5. Invest in technology that will help drive customer engagements, sales productivity, and increases your organizations intelligence

ONE Team Mindset – Product, Marketing, Sales, CS

Reassess Everything

- Redefine success as a team for 2020
- Product launches /social / digital GTM campaigns
 - Sales process / CX

Get Shared Vision on Redefined Success

- Review decisioning principles so you can move faster
- Less is better- align on critical few priorities and most importantly- what you're not going to do!
 - Create OP-Mech weekly(war room)

Increase Communication

- Share customer insights and feedback often
 - Daily Sales Standups
- Build your social / direct “thought-leader” brand – using content, media, podcast, communities

Teamwork – Attack the Fear and Oppty!

Stop Selling – Increase Listening

Assess Sales Team and Approach

- Develop training module focused on: leading with empathy, active listening, and selling **the value**
- Increase “best-practice” sharing amongst sales teams... teach inside-sales practices to outside sales teams
 - Set your people up for success at home

Deepen Engagement Rhythm

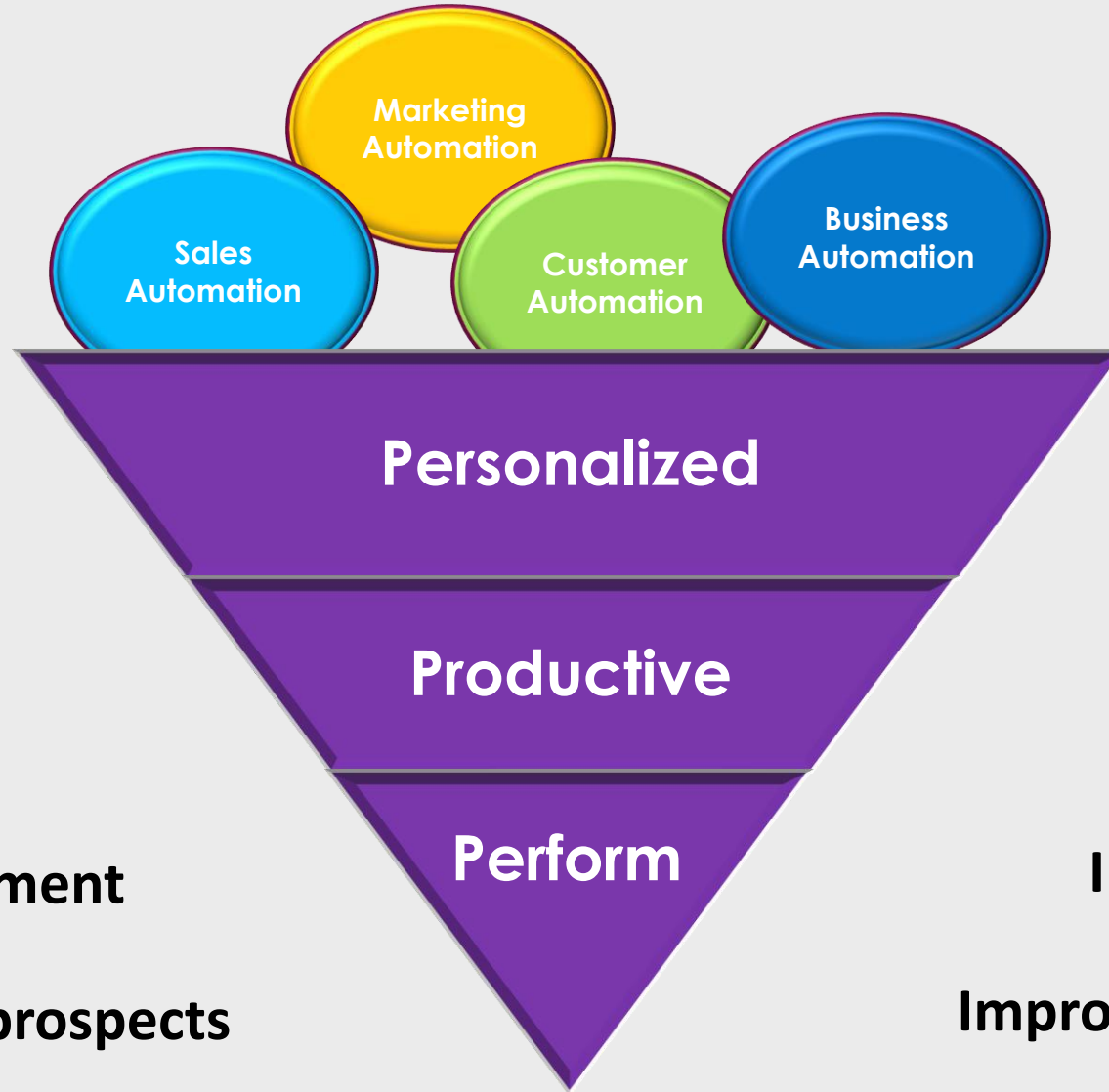
- Meet 1.1 with customers to gain personal insight(s) on where they need help and how to move forward
 - Increase follow-up and engagement purpose with customers ... advisor mindset
 - Be creative –“virtual” dinners (sommelier, mixologist, comedian etc.), non-product training

Increase Communication (internal & external)

- Daily Sales stand-ups design to share insights, best practices, results, and celebrate wins
- Develop content to help your customer segment / industry (i.e. PPP resources, social campaign)
- Develop more COVID – social and website value content for salespeople to use, blogs/vlogs, communities

There is Sales in Service and Service in Sales...

Technology – More important now than ever!



Higher Sales Engagement

More qualified prospects

Deeper Insights / Learning

Increased Productivity

Improved NPS/TNPS

Improved Sales Results

Faster Sales Cycles

Develop a Value-Oriented Experience

People

- Up-skill team to deliver awesome
- Relevant data and reporting to make smarter and faster decisions
- Recognize and celebrate the “behaviors” you want to reinforce

Customer / Prospects

- Show them you care and have their backs – creative, agile, personalized
 - Create “value-chain” OP-Mech weekly
 - Develop “fun” virtual social and learning events

Business

- Be true to your values – your people are paying attention
 - Double-down on comms by 3X in all channels
- Show the *Heart and Soul* of your company – focus on a greater purpose and impact

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A decorative cake with a dark grey or black base, topped with numerous red, crumbly decorations and small orange and yellow sprinkles. The cake is centered in the background, with a blue rectangular banner overlaid in the middle.

Thank You
&
All the Best to you and your Teams!