

AA-ISP

Inside Sales

State of the Union 2017

Bob Perkins

Founder & Chairman, AA-ISP
WNY Chapter Meeting

State of the Union

A Digital Sales Disruption

The Digital **Buyer**

The Digital **Technology**

The Digital **Seller**

The Digital **Organization**



The Digital Buyer

75%

of B2B buyers now
Use social media to
research vendors.



90%

of today's B2B
buyers never
respond to cold
outreach.



57%

B2B buyers are 57%
towards making a
purchase before
engaging sales.



82%

of buyers viewed
at least five pieces
of content from
the winning
vendor.



57%

of buyers chose a
vendor that provided
content to navigate
each stage of the
buying cycle



The Digital Buyer

“Today’s B2B decision makers want to engage with sales and solutions as they do a consumer outside of work” ...



The Digital Technology

DESIGNED BY
Nicolas De Kouchkovsky

Inside Sales Landscape

POWERED BY
VB | Profiles



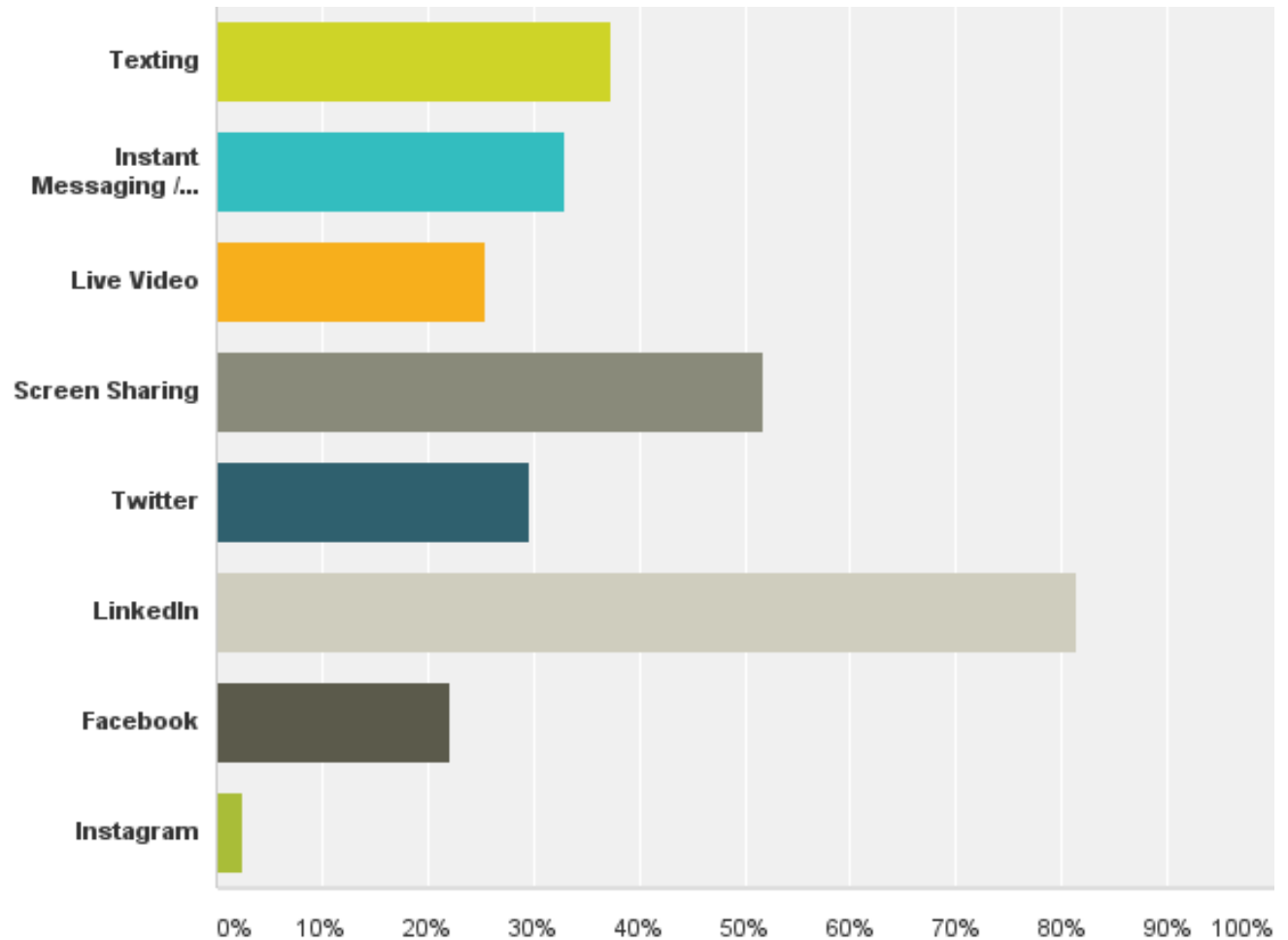
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The Digital Technology



*AA-ISP Top Challenges
Research - 2017*



"The internet is the most disruptive force I've seen in my lifetime. Sales functions are undergoing a massive transformation out of sheer necessity. The reason they're transforming, is in direct response to the fact that the buyer is transforming. It's a case of sales essentialism; adapt to survive."

- Jill Rowley

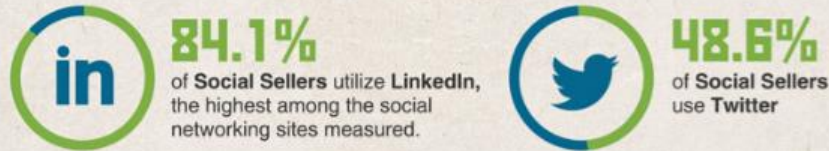
Social Selling Evangelist & Startup Advisor



The Digital Seller

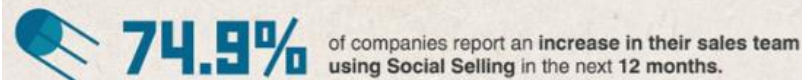
THE MOST POPULAR PLATFORMS

LinkedIn reigns supreme as the number 1 platform for social sellers followed by Twitter.



THE SOCIAL SELLING TEAM

SOCIAL SELLING ADOPTION WILL CONTINUE TO INCREASE:

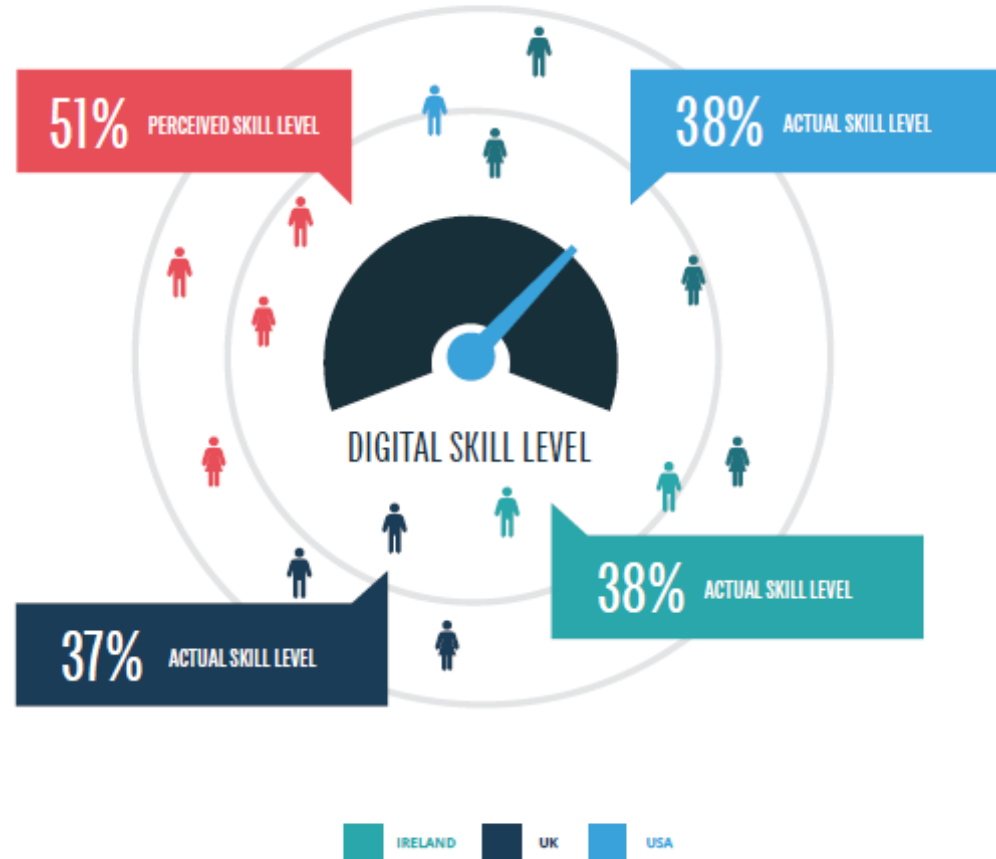


REVENUE GROWTH

63.4% of Social Sellers report an increase in their company's sales revenue versus only 41.2% of non-Social Sellers.



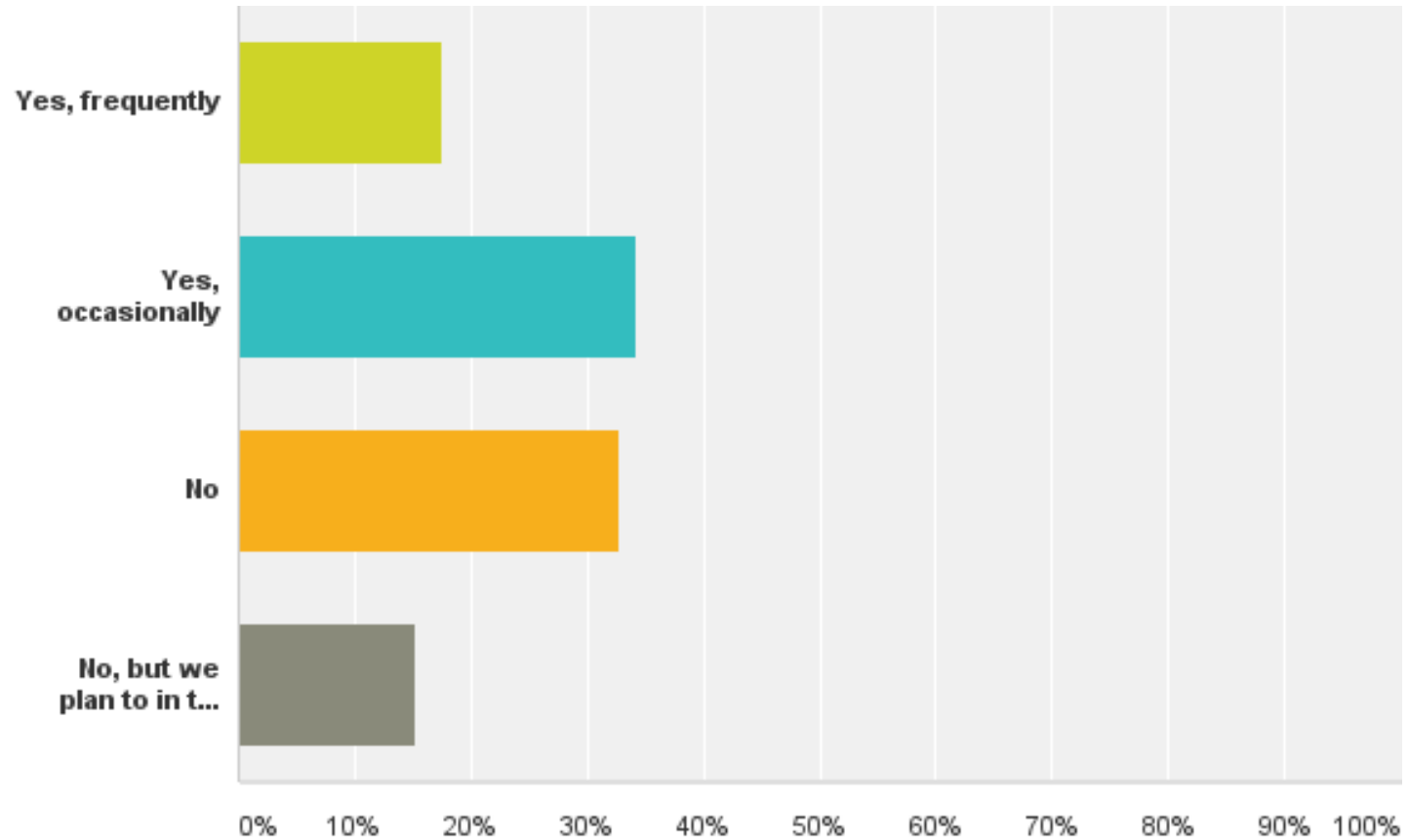
61% of organizations that are actively engaged in Social Selling report a significant positive impact on their sales revenue growth. Despite this, not many organizations have fully implemented Social Selling into their sales process.



Digital Marketing Institute – Dublin, IE

The Digital Seller

Use of Video in the Sales Process



The Digital Seller- Bob's Top 10 Tips

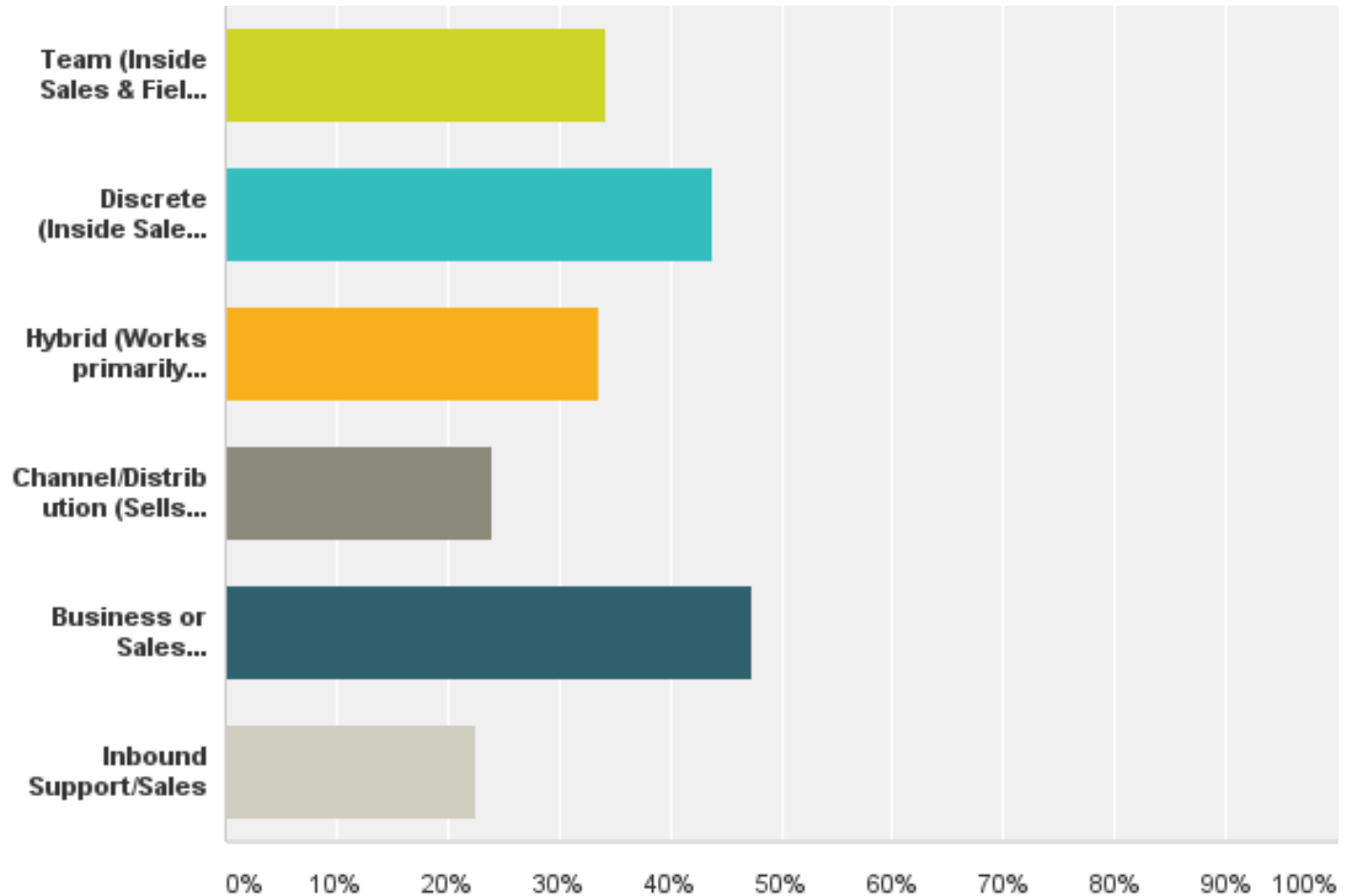
- Social Presence
- Thought leadership
- Pre-Call Research
- Multi communications
- Video savvy
- Deposits before withdrawals
- App friendly
- Personalized
- Listens more than speaks
- #10



The Digital Organization



AA-ISP Top Challenges
Research - 2017



The Digital Organization

- Embraces Digital
- Leads by Example
- Social/Digital Training
- Technology Enabled
- People Focused





Questions?

Addendum

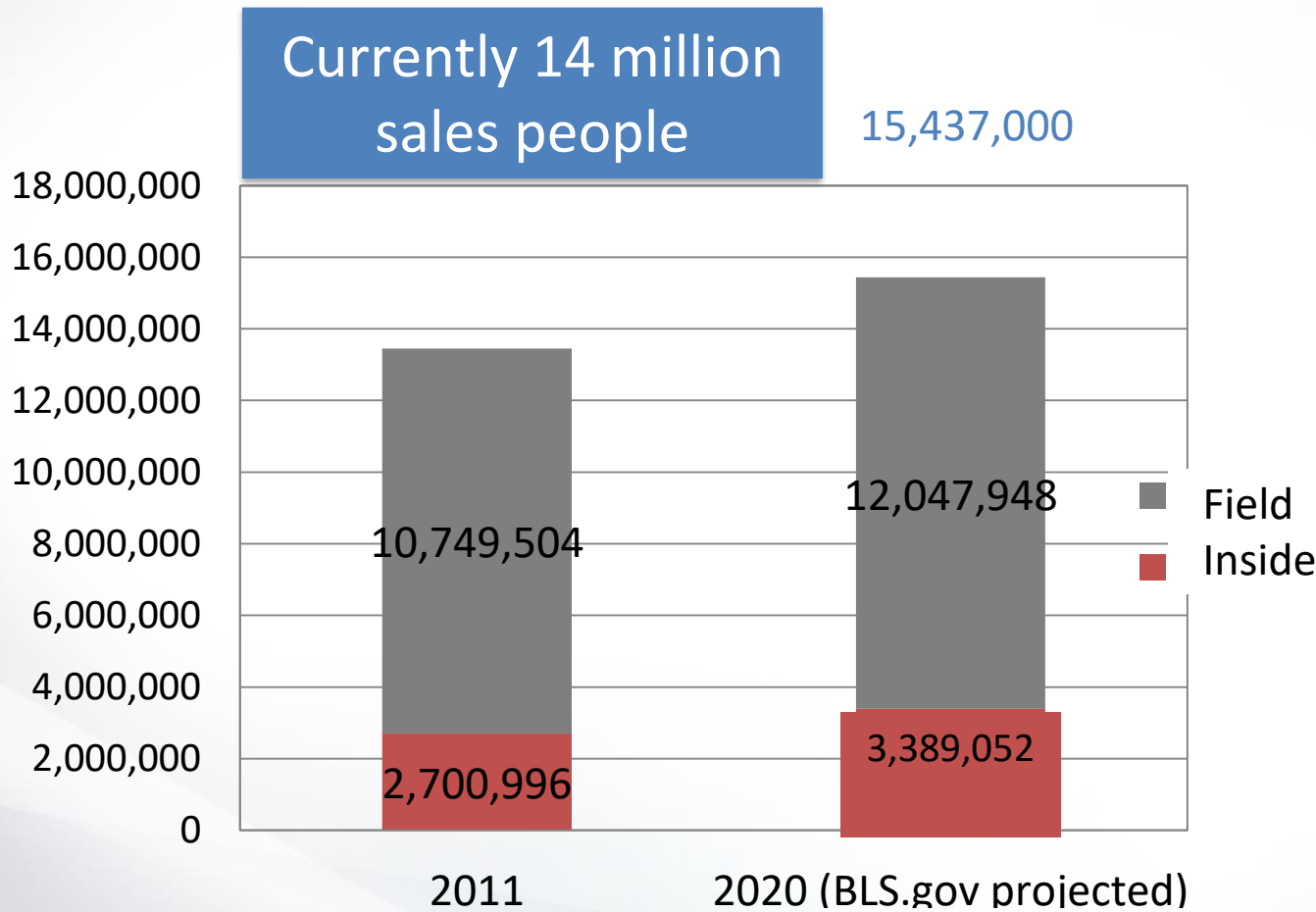
Inside Sales Market Size Study

InsideSales.com & ZoomInfo

insidesales.com



zoominfo®



2017 Inside Sales Top Challenges Research Study



<https://www.aa-isp.org/development/693>