



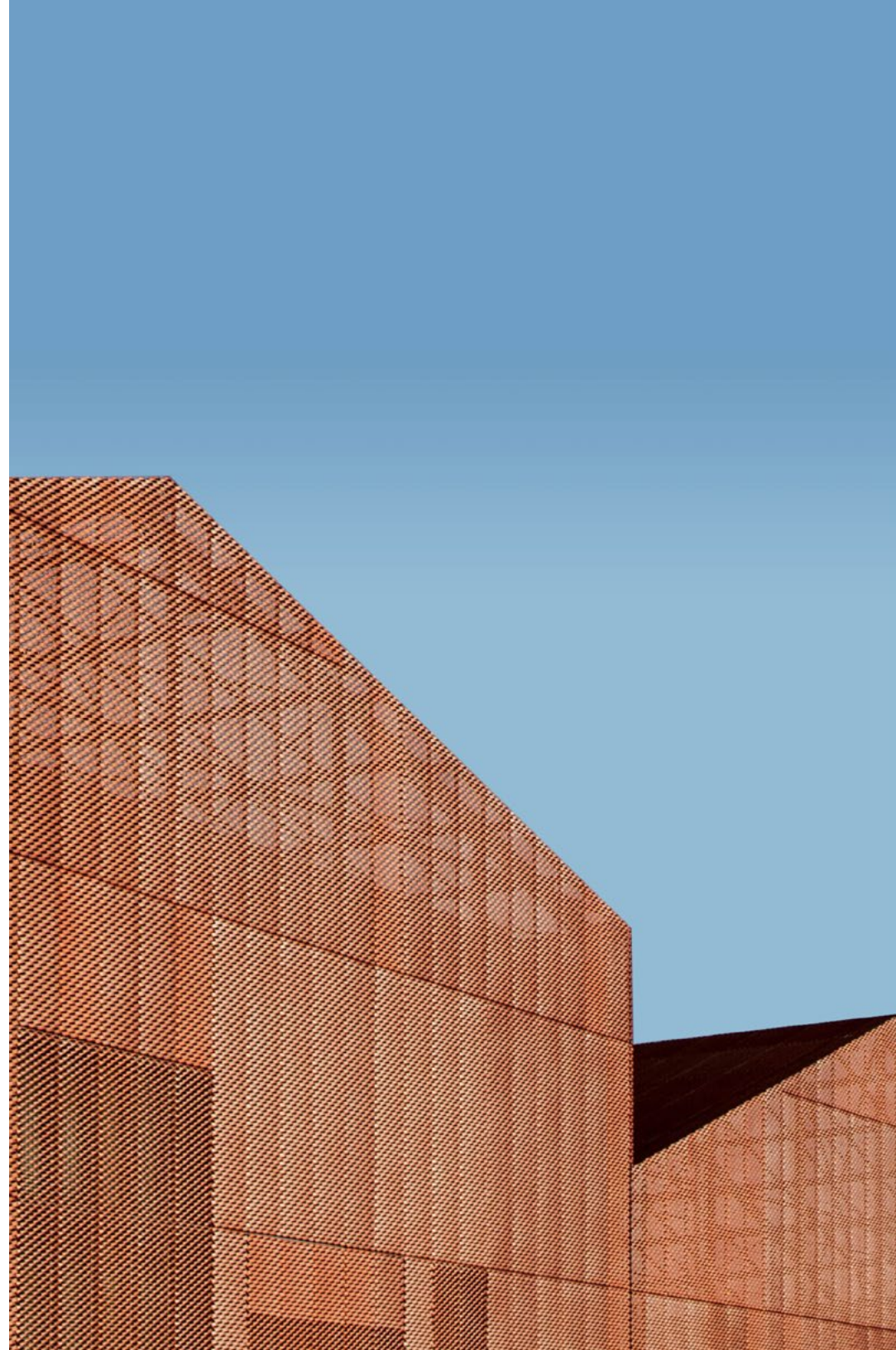
Successful Sales Enablement in a Shifting Sales Landscape

Enabling A New Digital Foundation



Digitization of the buyer's journey has been one of the **most significant shifts in the distribution sector over the past 5-10 years.**

According to McKinsey & Company, B2B selling has been radically altered due to many factors – most significantly, the COVID-19 pandemic shutdowns and restrictions. Let's dissect the research and its implications on sales enablement and the role of the traditional sales rep.



B2B customers are now omnichannel by default.



94%

94% of respondents view today's B2B omnichannel reality, where customers buy face-to-face, remotely, and online, as **effective or more effective** than before the onset of the COVID-19 pandemic.

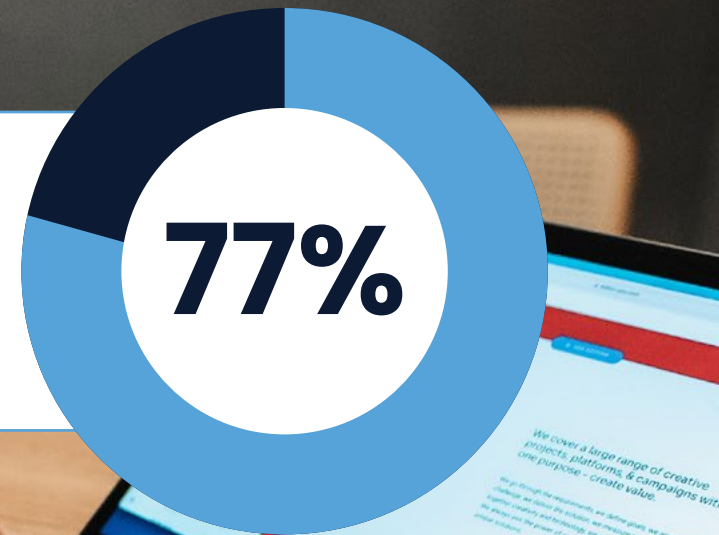
Today, customers engage via a broad array of sales channels and modalities at different stages of the buying journey. These include face-to-face, video conferencing, online chat, or online marketplace interactions. As a result, sales enablement has expanded well beyond a list of talking points for your product.

McKinsey researchers say a “rule of thirds” has emerged, such that buyers are engaging in a roughly even mix of traditional sales interactions (i.e., in-person meetings), digital touchpoints (i.e., video conferencing and phone discussions), and self-service (i.e., e-commerce and digital portals), at each stage of the sales process.

The use and adoption of remote or online sales channels are growing for B2B purchasing.

77% of B2B buyers are willing to spend \$50,000 or more in a single transaction, and 35% are willing to spend \$500,000 or more in a single transaction.

Buyers are more willing than ever before to spend big through remote or online sales channels. And for the first time, the research shows that we have reached a critical inflection point, where B2B sellers are now more likely to offer eCommerce channels than in-person selling.



This brings us to a very critical question:

Is In-Person Selling Dead?

The answer, of course, is no, but it IS changing.

That means where you're dedicating your business's time to improving sales enablement needs to shift. Let's explore this further.

[An article in Harvard Business Review](#) written by Gartner analyst Brent Adamson provides some interesting takeaways on the topic of B2B buyer preferences. In a survey of nearly 1,000s B2B buyers, 43% of surveyed respondents said they would prefer a rep-free buying experience. Looking at respondents by generation, 29% of Baby Boomers voiced this preference, as did 54% of Millennial buyers.

Those surveyed reported leaning on digital channels with nearly equal frequency as the supplier's sales reps to gather necessary information across their buyer journey – steps such as problem identification, solution exploration, requirements building, and supplier selection.

While in-person sales conversations were previously used as the means to acquire information along this journey, today, much of this information is available online. The net effect, says Adamson, is that sales reps are no longer the channel to customers but only a channel to customers.



This brings the next critical question:

Where and How Can Sales Reps Be Successful in This Digitally-Enabled New World of Selling?

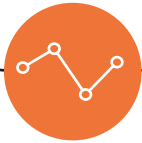
Salespersons must embrace the B2B buyer journey that today consists of digital engagement, targeted seller interaction, and handoffs from digital touchpoints to human sales efforts.

In the world of the digital sales rep, we must provide a conduit for prospects and customers to get farther down the sales cycle.

This may be jarring to salespersons conditioned to control the sales narrative from start to finish. Still, it can also free up sales reps' time to focus on meeting the customer only at the critical junctures of the buyer journey. That also means your sales enablement efforts can be more thoughtfully tuned because they will be tested and refined digitally.



Done well, the velocity of the potential deal can be accelerated, with buyers feeling empowered with a custom-constructed journey **where they can choose how and when they opt for digital and human support.**



ANALYZE DIGITAL EXHAUST

When buyers interact online, they also leave a trail; analysis of journeys (aka “digital exhaust”) can help identify revenue drivers, the types of customers in the sales funnel, and the kind of content they are accessing. This can help distributors “sharpen their sales saw,” refining marketing content, messaging, go-to-market, and sales strategies.



ALWAYS BE PREPARED

When customers want to interact with a salesperson, they need to be ready to respond and engage at a moment’s notice with a highly consultative sales approach. Salespersons aren’t relegated to order taking – quite the contrary– buyers are now better educated because of their digitally enabled journeys. This also means sales enablement needs to be adjusted for a more knowledgeable customer.



MEASURE & MONITOR THE SALES PROCESS

The traditional metrics of meetings booked don’t really work in the new hybrid human-digital sales realm. Instead, metrics such as lead volume, win rate, deal size, account penetration, new product growth, and new market entry, which are mapped to business growth objectives, give organizations a much better read on the success of the sales journeys they are supporting.

Modern Systems Empower the Sales Rep of the Realm



CRM

An easy-to-use CRM system makes documentation of sales interactions key as the sales journey weaves back and forth through digital and traditional human-assisted sales channels.

Pricing Optimization

Salespersons may not have the opportunity to go back and forth to negotiate pricing. This means pricing needs to be data-driven and precise so salespersons can confidently close deals with the right pricing for every customer.

Business Intelligence

With easy access to customer, supplier, and product performance, sales organizations can manipulate this data to surface behind-the-scenes insights that they can use to foster consultative sales discussions that provide value to customers.

Digital Disruption is Completely Rewriting the Rules of the Sales Game

Savvy distributors will seize this opportunity to disrupt their sales processes and sales enablement to stay relevant and engaged with customers throughout this new sales realm that traverses digital and human-assisted sales efforts. With the right data and the right mindset, distributors will be triumphant in transcending to a new level of sales performance.

Say Goodbye to Sales Pains, Prepare for Profit Gains

In the distribution space, you are facing challenges never before experienced, and your customers are too. It's a whole new world that requires new strategies to unlock new sales opportunities and build relationships based on a deeper understanding of your customers' needs.



ABOUT WHITE CUP

White Cup turns a distributor's sales pains into profit gains. Our CRM, Business Intelligence (BI), and Pricing software make it easier for you to sell more, keep more profit, and beat the competition. With over 20 years of experience, White Cup is trusted by more than 1,000 customers globally.

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