SALES EVOLUTION

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Sendy

FROM CORPORATE WORLD . . .

. . .TO STARTUP GRIND

Incumbent

Challenger

THE EVOLUTION OF B2B SALES

Three trends influencing B2B buying today

Abundance of Choice

Salesmen Distrust

Customer Sophistication

#1
ABUNDANCE OF CHOICE

THIS IS AS TRUE FOR B2C. . .

your brand

AS IT IS FOR B2B

Advertising & Promotion | Content & Experience | Social & Relationships | Commerce & Sales | Data

Marketing Technology Landscape ("Martech 5000")
Source: ChiefMartec

WHY SO MUCH CHOICE IN B2B TECH?

Explaining the growth of product-led startups

Shorter innovation cycles	Higher demand for new products	Global competition

More products per category

Strong rivalry between offers
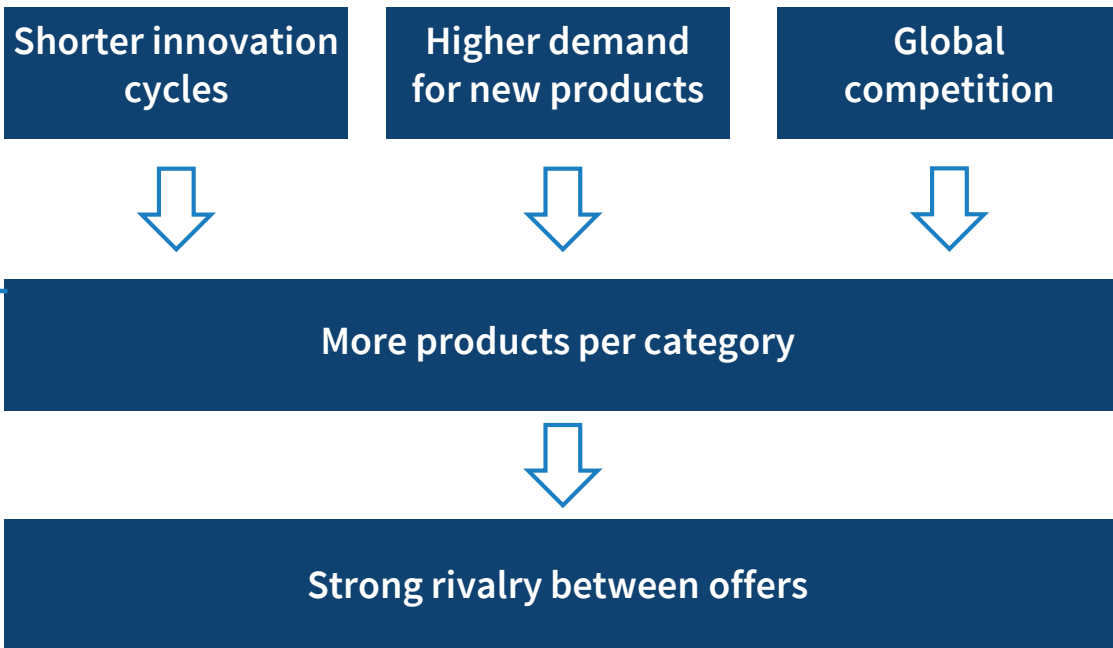
#2
MARKETING DISTRUST

MARKETING DISTRUST

Marketing Communication has lost credibility

"If you talked to people the way advertising talked to people, they'd punch you in the face"

Global Average

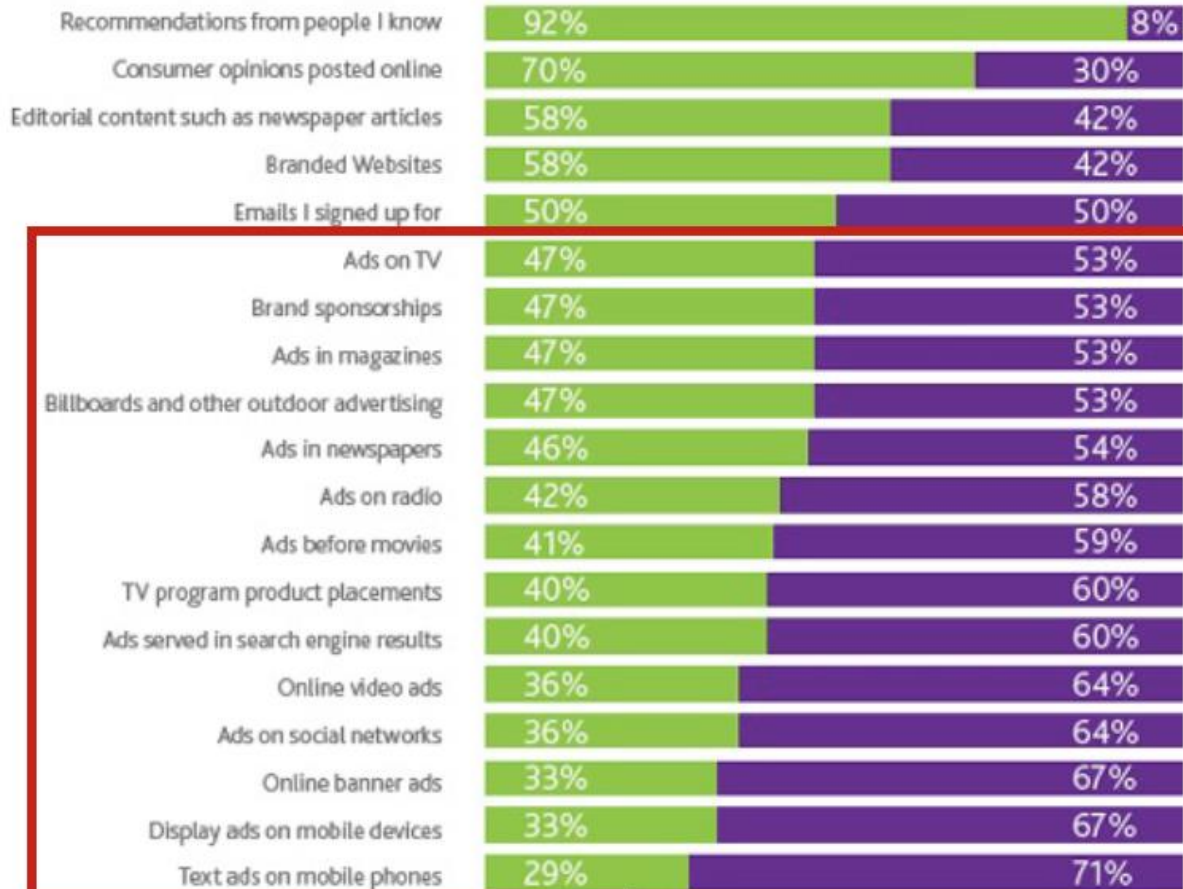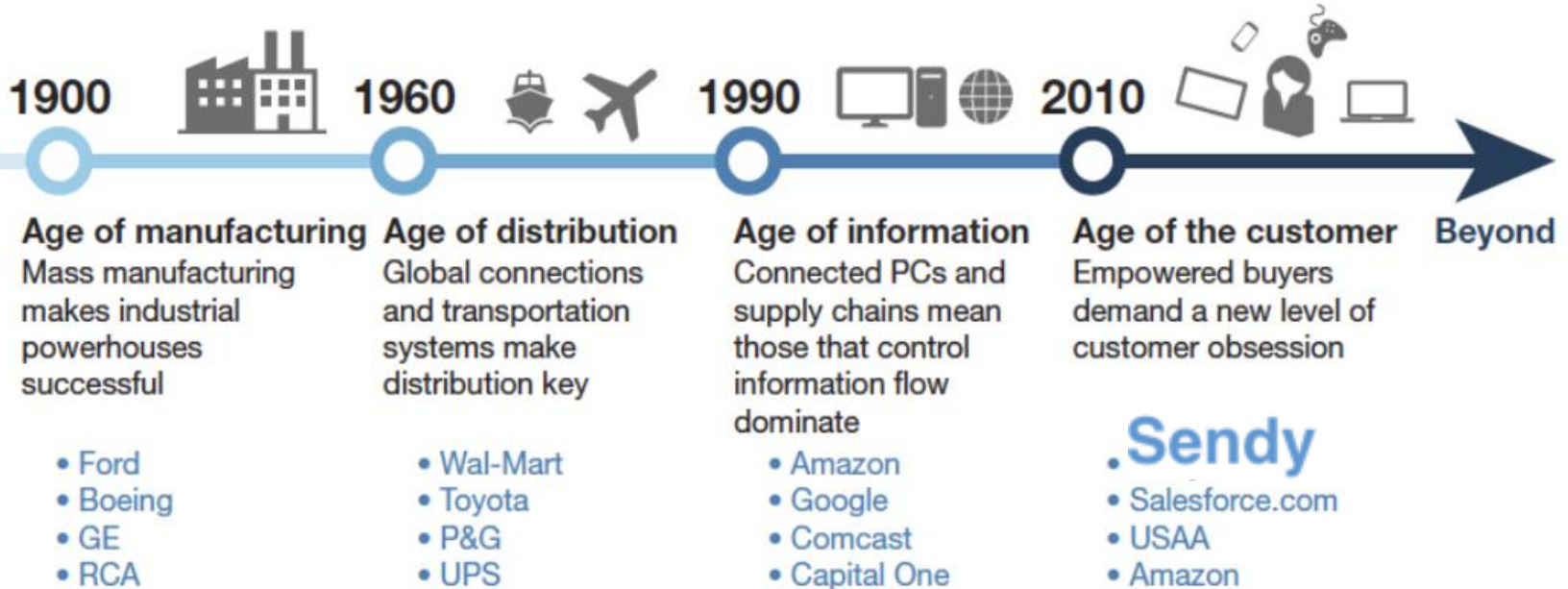|	Trust Completely/ Somewhat	Don't Trust Much/ At All
Recommendations from people I know	92%	8%
Consumer opinions posted online	70%	30%
Editorial content such as newspaper articles	58%	42%
Branded Websites	58%	42%
Emails I signed up for	50%	50%
Ads on TV	47%	53%
Brand sponsorships	47%	53%
Ads in magazines	47%	53%
Billboards and other outdoor advertising	47%	53%
Ads in newspapers	46%	54%
Ads on radio	42%	58%
Ads before movies	41%	59%
TV program product placements	40%	60%
Ads served in search engine results	40%	60%
Online video ads	36%	64%
Ads on social networks	36%	64%
Online banner ads	33%	67%
Display ads on mobile devices	33%	67%
Text ads on mobile phones	29%	71%

Source:
Nielsen Global Trust in Advertising *(2015)*

#3
CUSTOMER SOPHISTICATION

CUSTOMER SOPHISTICATION

We're deep in the *Age of the Customer*   **Spot any familiar names?**

1900

Age of manufacturing
Mass manufacturing makes industrial powerhouses successful

- Ford
- Boeing
- GE
- RCA

1960

Age of distribution
Global connections and transportation systems make distribution key

- Wal-Mart
- Toyota
- P&G
- UPS

1990

Age of information
Connected PCs and supply chains mean those that control information flow dominate

- Amazon
- Google
- Comcast
- Capital One

2010

Age of the customer
Empowered buyers demand a new level of customer obsession

.Sendy

- Salesforce.com
- USAA
- Amazon

Beyond

CUSTOMER SOPHISTICATION

I want you to listen
And understand

What's in it for
me?

Customers know the rules of the game.
They seek out the companies that
appreciate them and add value to their lives/business.

FOUR TIPS FOR GROWTH

#1
Avoid Price Wars

Focus on **value selling**

There is cheaper B2B competition than ever before… and buyer requirements are more sophisticated than they've ever been.

#1
Avoid Price Wars

Price buyers are more price-focused than ever.

Needs are increasingly driven by a race to the bottom.

Value buyers are more discerning than ever.

Needs are increasingly based around services, branding and consultancy.

this is the majority

But whichever you choose…
Commit to one side, then do that well.

#2
Decide who you DON'T want to sell to

Segment!

Deselect customers (or segments) who will not provide you with the margin you need.

#3

Be clear on what your customer will pay for

Obsess over customer requirements

Sales teams are often driven by short-term targets. Make sure you don't misunderstand, oversimplify and miscommunicate customer needs.

#4
Sell outcomes, not products

Know what you are *ultimately* selling

Consumers value outcomes **more than the** **products that achieve these outcomes**
e.g. greater business efficiency, better customer service, growth, etc.

EXERCISE:
"What are you **really** selling?"

Don't make it to this list.

CLOSING THOUGHTS

Always know more than your client.

Bring something to the party that nobody else knows.

The best time to get things done is at 7:30 in the morning.

When you're really good at something, you can get away with murder.

Thank you.

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