

Sales Accelerator Event

**“Don’t waste a crisis:
Get ready for the B2B new normal”**



Sales Leader Forums



Welcome from John Smibert



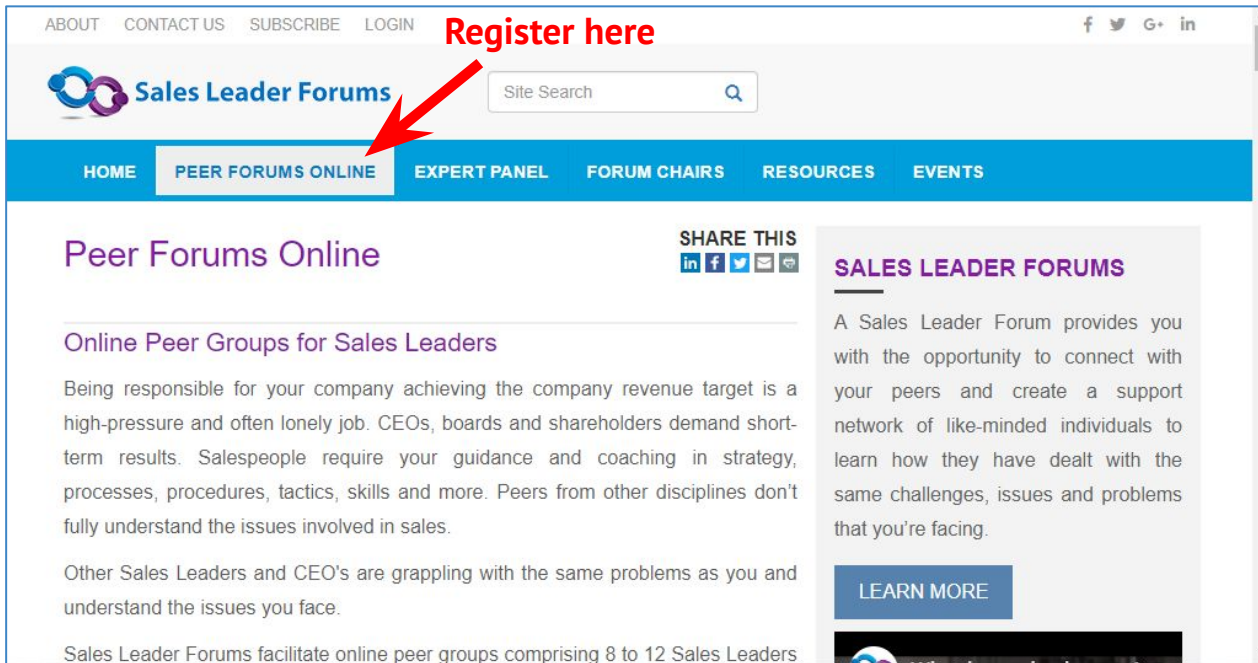
Sales Leader Forums

Sales Accelerator Breakfast




New Peer Forum:

We are forming a new online peer group for sales leaders of 'As a Service' companies .
If interested register your interest [here](#)



ABOUT CONTACT US SUBSCRIBE LOGIN **Register here** f t G+ in

 Sales Leader Forums Site Search

HOME **PEER FORUMS ONLINE** EXPERT PANEL FORUM CHAIRS RESOURCES EVENTS

Peer Forums Online

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Online Peer Groups for Sales Leaders

Being responsible for your company achieving the company revenue target is a high-pressure and often lonely job. CEOs, boards and shareholders demand short-term results. Salespeople require your guidance and coaching in strategy, processes, procedures, tactics, skills and more. Peers from other disciplines don't fully understand the issues involved in sales.

Other Sales Leaders and CEO's are grappling with the same problems as you and understand the issues you face.

Sales Leader Forums facilitate online peer groups comprising 8 to 12 Sales Leaders

SALES LEADER FORUMS

A Sales Leader Forum provides you with the opportunity to connect with your peers and create a support network of like-minded individuals to learn how they have dealt with the same challenges, issues and problems that you're facing.

LEARN MORE

SMA Members

www.smamasterminds.com

 Sales Leader Forums





TOPIC PERSPECTIVE:

**Why is today's topic
important?**

**“Don't waste a crisis:
Get ready for the B2B new
normal”**

**John
Smibert**

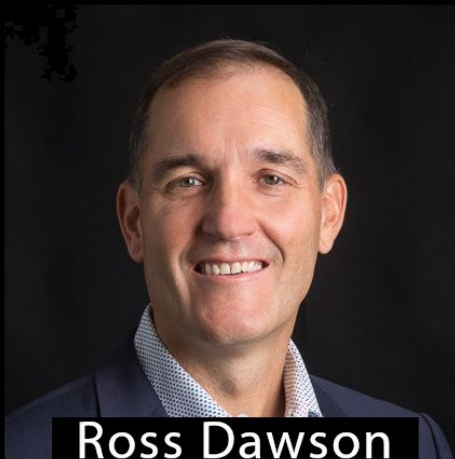


Sales Leaders Forum



Sales Leaders Forum

Don't waste a crisis: Get ready for the B2B new normal



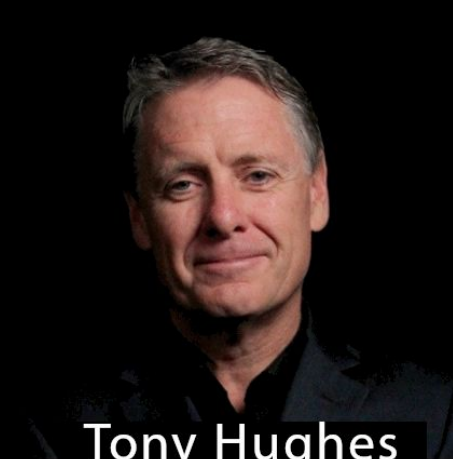
Ross Dawson



Brigid Archibald



Steven Norman



Tony Hughes

Introducing Ross Dawson



- Renowned futurist
- Global keynote speaker
- Best selling author of 4 books
- Strategy advisor to leading B2B companies
- Chairman, Advanced Human Technologies

Contact Ross:

- [Website](#)
- [LinkedIn](#)
- [Twitter: @rossdawson](#)

Ross Dawson Notes:

- The pandemic has massively accelerated many existing trends, but also reversed some long-standing shifts
- Your clients' priorities have likely dramatically shifted, now focusing on survival and reinvention
- There will be no 'new normal' but rather a 'post-normal' world of consistent uncertainty
- This is a powerful opportunity to help your clients make strategic decisions rather than sell after
- More than ever, knowledge-based relationships will be at the heart of B2B sales success

Introducing Brigid Archibald



- Managing Director, APJ, SAP Qualtrics
- Innovative sales leader (American Express & Salesforce)
- High growth leader
- Keynote speaker
- Deep understanding of the customer

Brigid Archibald Notes:

Your B2B sellers have been developing critical skills to better equip them as sales professionals in this new normal

1. Resilience
2. Gratitude
3. Authenticity

Consider what is happening in every boardroom

Agenda

- Financial performance
- Regulatory & compliance
- Risk
- Technology
- Succession planning
- NOW adding crisis management
 - Conserve cash
 - How to prioritise projects?
 - How do we emerge stronger as an organisation?
 - How do we secure the long term viability of our supply chain?
 - How do we gain better insights of our customers?

If you thought you knew your customer, their buying cycle, think again. It has changed.

Introducing Steven Norman



- 25+ Years Leading B2B Sales Teams
- Responsible for over US\$4 Billion in Sales
- Best Selling Author, Sales Book of the Year
- Published in The Australian & SmartCompany
- Host of The Future Proof Selling Podcast

A futuristic, sleek car is shown from a side profile, moving rapidly towards the left. The car is dark blue or black with a metallic finish. Behind the car, there are vibrant, multi-colored light trails in shades of red, orange, yellow, green, and blue, suggesting high speed and advanced technology. The background is a bright, hazy sky with streaks of light, giving a sense of motion and acceleration.

**"THE RECENT CRISIS HAS
ACCELERATED TRENDS THAT
WERE HAPPENING ALREADY."**

Key Sales Trends

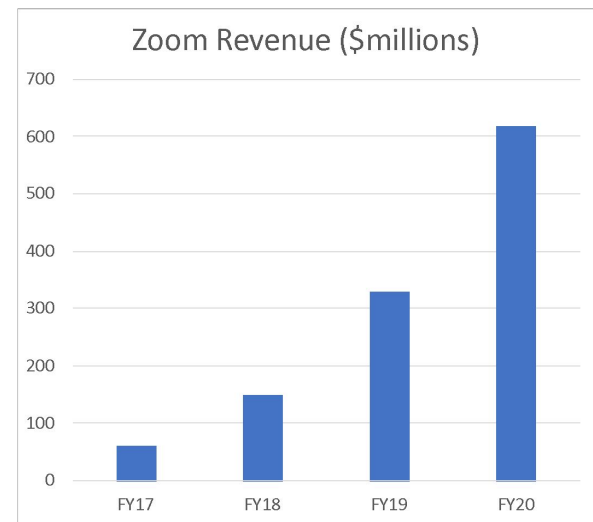
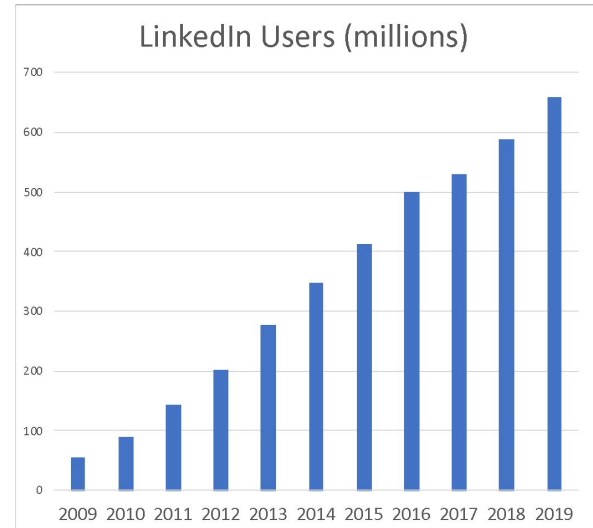
Customer shift to digital channels

Decision making getting more complex

Getting customer attention more difficult

Growth in Inside Sales, On-line and CX

Working from Home, Sales & Customers



Key Sales Trends

Customer shift to digital channels

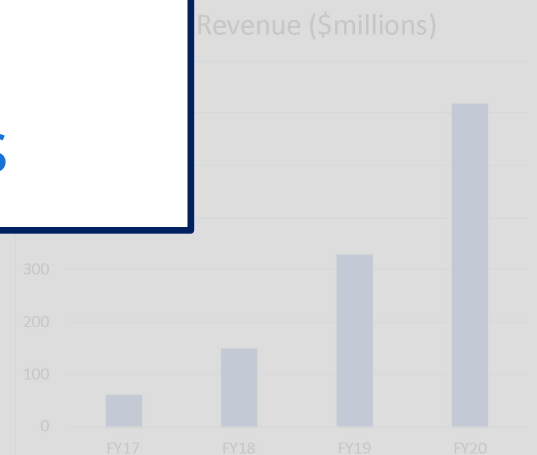
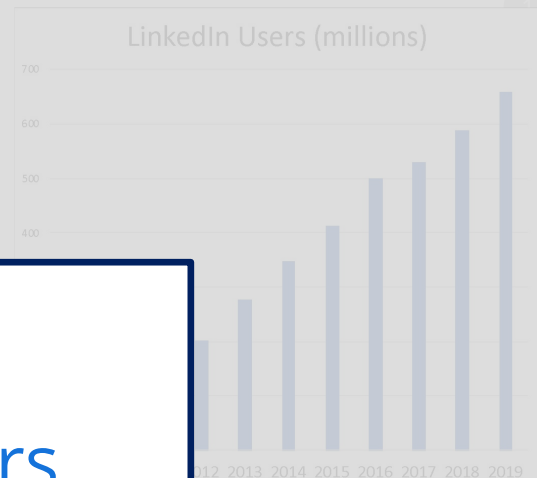
Decision making

Getting custom

Growth in Insid

Working from Home, Sales & Customers

SALESPEOPLE
Industry thought leaders
bringing insights
and driving outcomes



What I hear from Sales Leaders



"More decision makers are getting involved and decisions are going to a higher level for approval, even small purchases."

Country Manager
Major global SaaS vendor

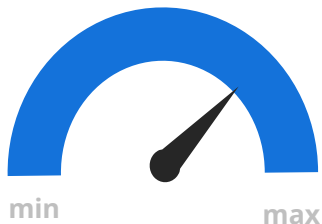
"Current pipeline is mostly closing OK but we're not generating enough for the next two quarters."

Managing Director of a national MSP

"Some of my marginal performers are really struggling right now."

Sales Director, global networking vendor

HOW ARE YOUR SALES FUNDAMENTALS?



SALESPEOPLE MANAGEMENT

Hiring Process
Onboarding
Sales Playbook
Sales Training
Coaching
Sales Development
Mgr Development



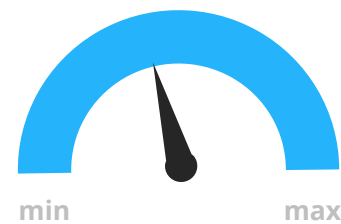
PROSPECTING PROCESS

Time Blocking
Prioritising Targets
Custom Messaging
Established Cadence
Phone Skills
Email Skills
Leveraging Social



DEAL MANAGEMENT PROCESS

Rapport through Value
Professional Discovery
Qualification Processes
Building Commitment
Presentation Skills
Negotiation
Objection Handling



SALES MANAGEMENT

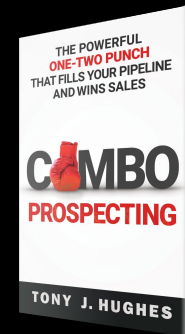
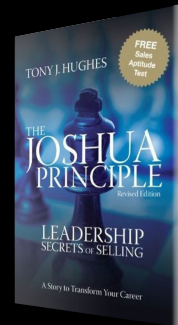
Sales Strategy
Planning Process
Pipeline System
Forecasting System
Coaching
Talent Development
Stakeholder Mgmt

Ross Dawson Notes:

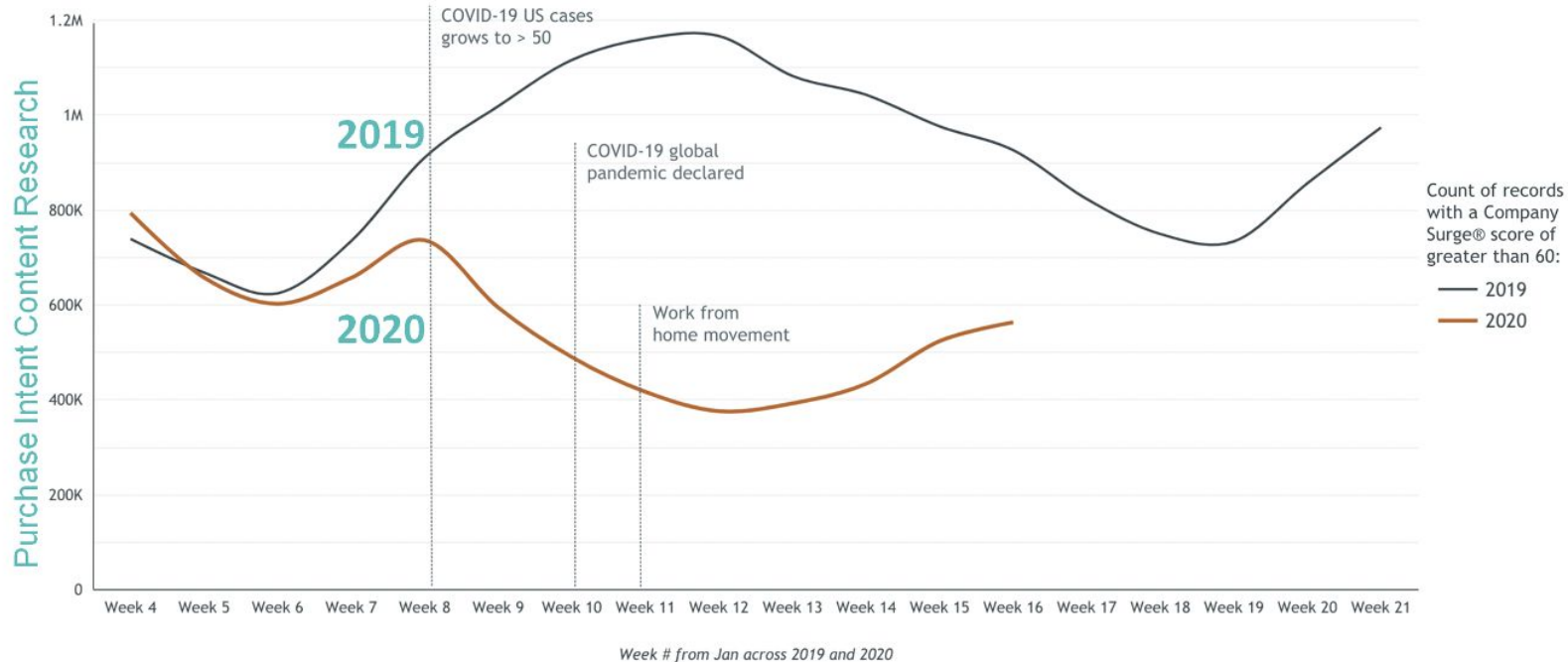
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Introducing Tony Hughes

- Co-founder Sales IQ Global
- Asia-Pacific CEO for multinationals
- Sales Director public corporations
- 35 years personal and team sales records
- Global tier-1 clients USA, Europe & APAC
- #1 influencer for B2B sales in APAC
- Bestselling author and #1 Blogger globally
- #3 Sales expert globally (LinkedIn)



COVID-19 Impact On Inbound Sales Enquiries



92% of the businesses represented in the F1000

<https://bombora.com/covid-19-b2b-intent-data/>

Apathy is now DEAD
It all depends on the business case
Commercial Acumen Table Stakes



IQ+EQ+TQ = You Need To Be Superhuman

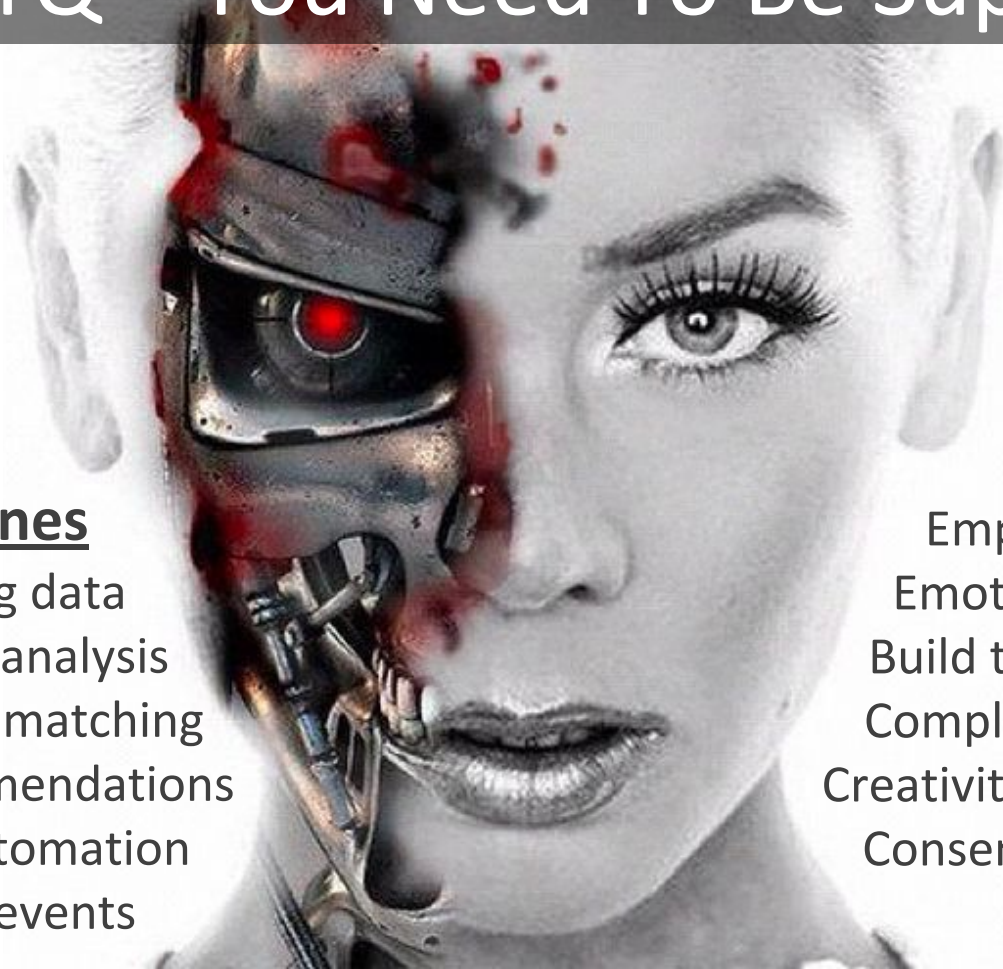


Machines

Filter big data
What if analysis
Pattern matching
Recommendations
Task automation
Trigger events

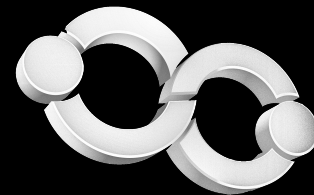
Humans

Empathy and insight
Emotional connection
Build the business case
Complexity and politics
Creativity and innovation
Consensus and support



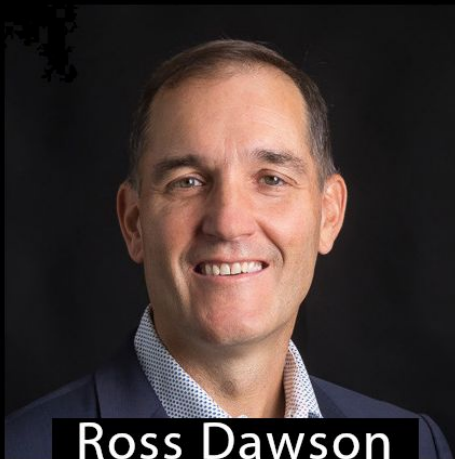
Tony Hughes' Summary Notes:

1. Less people who must be more productive... senior sellers and leaders now need to be their own SDRs to create pipeline with elevated engagement.
2. It all about the business case! Commercial acumen is the new table stakes.
3. Health crisis giving way to economic crisis which will accelerate further disruption from technology adoption... TQ is the next big thing to achieve sales productivity.



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Q&A



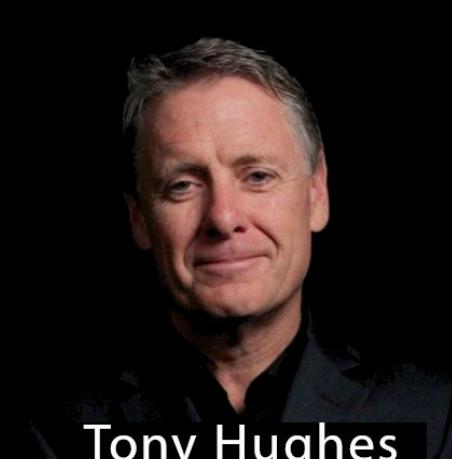
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Steven Norman



Tony Hughes

Please Complete Feedback

Our mission is to enhance sales leadership.
How did we do?

If you haven't already please complete
your [feedback survey](#) and
provide your future topic preferences.

Sales Leader Forums

Sales Accelerator Breakfast





Sales leadership support for those responsible for the sales number for their company.

WE'VE TAKEN OUR PEER GROUP FORUMS ONLINE SO COVID-19 PHYSICAL ISOLATION DOESN'T MEAN BUSINESS ISOLATION? - FIND OUT MORE HERE

Next Event:

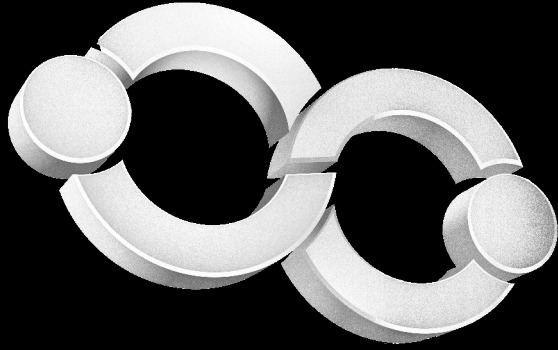
- 7:30 am 18th August
(Australia - AEST)





Sales Leader Forums - resources

- [Website](#)
- [Resource centre](#) (1000s articles and sales templates)
- [YouTube Channel](#) (400 sales leadership videos)
- [LinkedIn Group](#) (6000 members)



Sales Leader Forums

Thank You

See you next time.

Next Event:

Same time 18th August



www.salesleaderforums.com
(click Events)