

Building your People Readiness for the Future of Sales

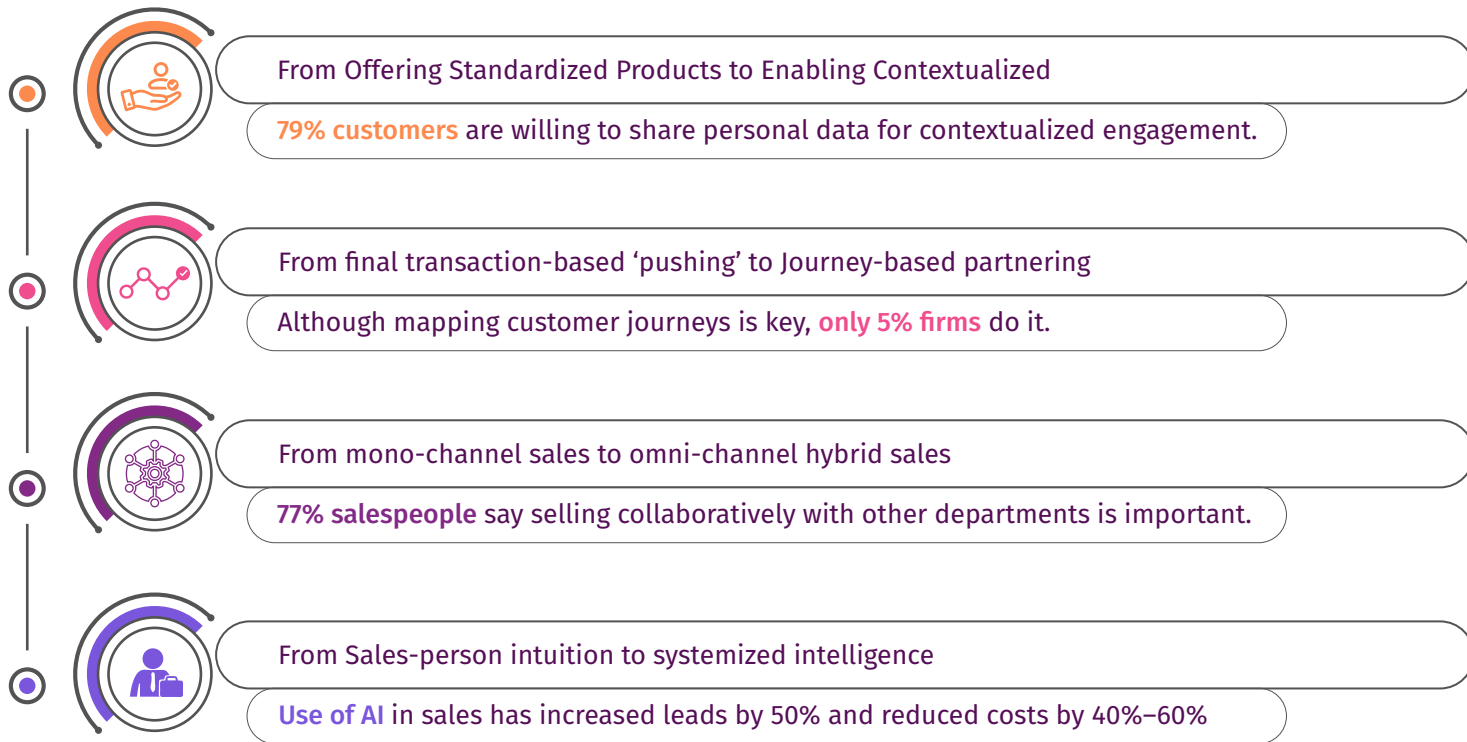
A whitepaper by Enparadigm - Future of Work series

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The Sales Evolution

A Steady Journey towards Customer Experience



The era of **RAPID** Customers

The distinguishing features of the modern customer



Refined

Customers look beyond product attributes, & value holistic experiences



During 2013-18, products marketed as **sustainable** grew **5.6 times faster** than rest.



Accessible

Customers access brands on social media, mobile & other digital platforms



73% customers use **multiple channels** in their shopping journey.



Particular

Customers seek speed, ease, & personalization in their buying journey



69% B2B buyers expect Amazon-like buying experiences like personalized recommendations.



Informed

Customers, are inundated with information on most products in the market



80% customers have their first conversation with sales teams after doing research.



Dilemmatic

Despite information availability, customers are often uncertain on what to buy.



Over **40% customers** second guess their buying decision.



The PACE for the RAPID customer in Future of Sales



Personalized Value

Use Analytics & AI to deliver personalized experiences for each buyer based on their profile and buying journey. Personalization provides 5x - 8x ROI on marketing spend, and improves sales by 10%.



Agile Responsiveness

Prioritize speed and responsiveness through techniques such as Next Best Action. Customers are 2x likely to recommend quick, ineffective response than slow, effective solution



Coordinated Action

Provide consistent brand experience by collaborating with customer touch points across channels. Over 35% customers want to contact the same customer service representative across channels



Engaging Relationships

Build virtual relationships rather than mere digital presence using effective social selling practices. Customer communities and social marketing have highest ROI lead generation and customer retention



The Key to Competing in Future of Sales is your Salesforce

Train and develop your sales teams using the right approach to learning

The Story in Numbers

60%

● Customers avoid brands after a bad experience with frontline staff.

48%

● 48% of high growth firms invest heavily into sales training compared to 22% for slow-growth firms

20%

● Of sales professionals are 6x more productive than average salespersons and account for 60% of their organization's revenues



The CORE of Effective Sales Learning Design

Develop your Salesforce to compete in Future of Sales

Contextualized Competency Suite

- ◆ Sales training programs built on comprehensive competency suites covering technical skills, selling skills and digital skills along with the hacks to develop the mental make up for Future of Sales.

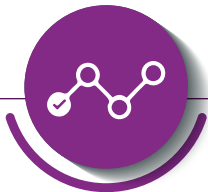
- ◆ Competencies contextualized for the position, role, industry, experience and growth path of the learner.



Ongoing & On-the-go

- ◆ Sales competency modules designed as a journey providing engaging bite-sized content over time rather than large one-time downloads.

- ◆ Deliver bite-sized content through a mobile platform that can be accessed anytime, anywhere



Result-oriented

- ◆ Train people when and where they need it the most and to solve their most pressing problems

- ◆ For instance, provide opportunity to practice pitches on a mobile platform just before client interactions.



Experiential

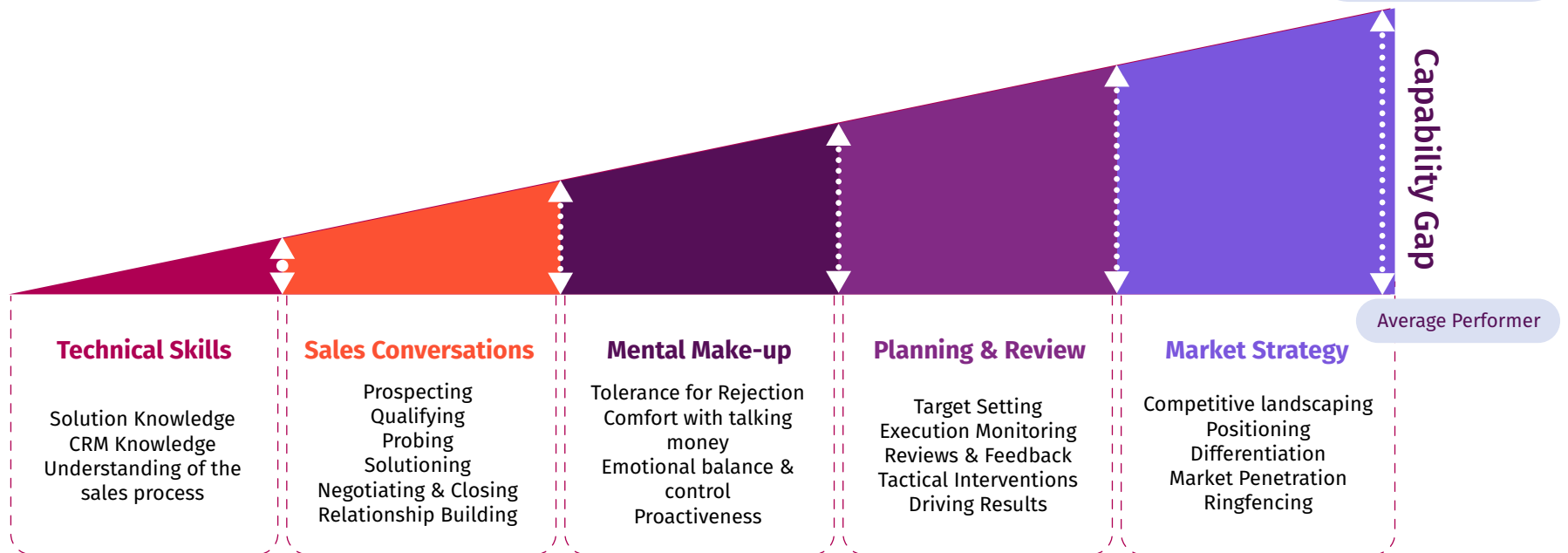
- ◆ People forget 80% of classroom learnings in 3 months, but remember 65% of experiential learnings.

- ◆ Adopt blended learning approach using simulations, mobile, mentoring etc.



You need more than technical skills to compete in the Future of Sales

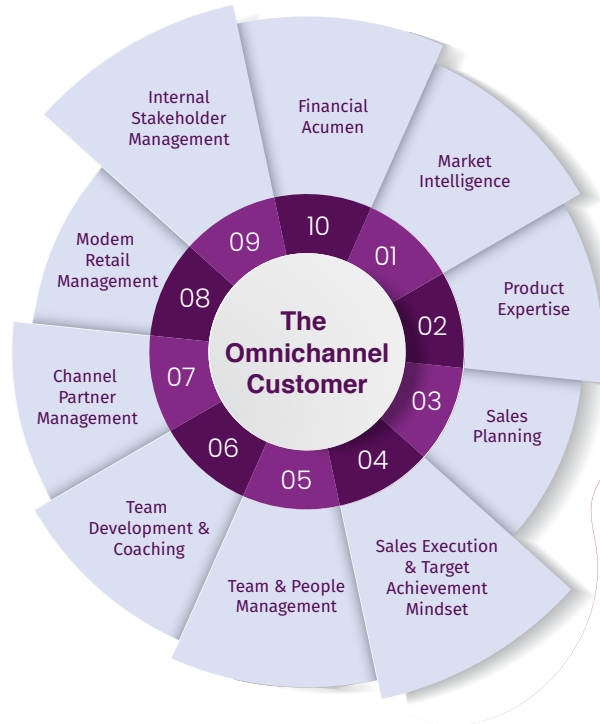
Salespeople with selling skills that mental make-up to complement their product and process knowledge outperform peers by **300% to 1000%**



* Most sales capability solutions focus on technical competencies



Enparadigm's **Sales Competency Wheel** captures technical skills, selling skills, & mental make-up of a sales person.



Sales Execution & Target Achievement Mindset

01

Takes personal responsibility and appropriate steps towards hitting own targets instead of externalizing responsibility

02

Positions the organization's brand and offerings right to the target market (key influencers, channel partners & key customers), and talk comfortably and convincingly about money

03

Does not get bogged down by rejection, but keep focuses on ensuring quantity and quality of input effort

04

Has effective sales conversations (opening, probing, solutioning, objection handling, closing) with influencers, distributors and key customers in the geography

05

Does not get impacted by pressure tactics from channel partners to give deep discounts, instead manages emotions in tricky situations, stays calm and composed

06

Demands and takes help from reporting hierarchy at the right places in the sales cycle to make progress towards hitting targets

07

Demands and takes help from other functions (supply chain, trade marketing etc) at the right places in the sales cycle to make progress towards hitting targets

08

Captures and analyses sales data (by brand, influencer, geography, distributor, DSR) every week, and reviews whether execution and results are as per the sales plan, and takes appropriate course of action

09

Captures sales execution data (beat, product mix target v/s achieved, key KPIs) accurately at a daily level

10

Keeps gauging impact of external shifts (economy, customer, competition) on sales numbers and takes appropriate course of action

11

Keeps reporting hierarchy apprised of deviations from plan and recommends / brainstorms appropriate course of action

12

Stays in control of the territory, accounts and deals, and systematically achieves target milestones of billing, closures, proposals through the year



CORE Implementation Stories

01 A Leading Mutual Fund House



The Challenge: A top 10 Indian Mutual Fund House with an AUM of over USD 25 billion wanted selected competencies to be developed in 250+ Individual Contributors, 30+ Frontline Managers, and 30+ Regional or Zonal Managers. Each cohort had to be developed on specific competencies covering self-management, sales management, and stakeholder management.



The Solution: A comprehensive experiential learning journey with business simulations, behavioral simulations, virtual workshops, and mobile-based micro learning content was designed for each cohort. Program structure focused on weekly conceptual learning and business outcome, quarterly application based learning, and monthly behavioral change measurement.



Program Impact: The program was rated as a success by all participants. Both participants and their managers felt improvement in areas such as goal orientation, ownership levels, ability to accept feedback, and self-awareness.



CORE Implementation Stories

02 A Textile Company



The Challenge: A USD 750 million Indian textile major with an extensive network retailing own brands and licensed international brands wanted to develop their cluster managers, who were in-charge of store managers, to significantly improve store profitability.



The Solution: A customized 6 month result driven sustained learning journey with gamified simulations, weekly mobile retention modules, business projects, and coaching was designed for the 80+ participants. Competencies covered included business acumen, franchisee management, inventory management, and customer centricity. To make the program relevant, 16 stores were visited and data collected from various stakeholders.



Program Impact: Participants showed more than 40% improvement in competencies such as customer centricity, business understanding, and sales forecasting. An overall financial impact of over 100 million was accrued by the end of the program.



CORE Implementation Stories

03 Electrical Appliance Manufacturer



The Challenge: A major electrical appliances manufacturer in India with an annual turnover of USD 400 million wanted distinct sales competencies to be developed in their 250+ branch heads and 750+ sales executives.



The Solution: A comprehensive experiential learning journey with actionable insights was designed for each cohort. For instance, the program for branch heads was designed to help them develop a holistic view of business, understand impact of product mix on profitability, comprehend financial impact of sales decisions, and effective channel management. A similar customized program was made for sales executives.



Program Impact: Participants showed more than 30% improvement in the target competencies and 94% participants recommended it.



In sum

In this day and age of the R.A.P.I.D (Refined, Accessible, Particular, Informed and Dilemmatic) customer, Sales has to adopt P.A.C.E (Personalized value, Agile responsiveness, Coordinated action and Engaging relationships) as a part of their approach and strategy to service customers.

The key elements that they need to focus on can be built through C.O.R.E (Contextualized competency suite, Ongoing and on-the-go, Result-oriented and Experiential) which, in addition to improving technical, selling and digital skills also enhances their mental makeup, thereby enabling true sales transformation.



About Us

We are a

**Technology led, Experiential
Learning company**

that helps

**Fast Track Development of
role specific competencies**

in context of the

**Evolving Industry and
Environment**

enparadigm 

**Over a decade of leadership in
learning solution that make a
difference**

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