FUTURE TRENDS IN SALES

ZOE BARCLAY

FACTORS THAT WILL IMPACT SALES IN 2022 AND FOLLOWING YEARS

- Changes to the traditional workplace

- Increased use of technology in sales

- Actively implementing strategies to increase employee retention

- Emphasis on value-based selling

- Continued growth of digital and social marketing, including influencer marketing

- Omnichannel sales

- Further integration between sales, marketing, and customer support departments

- Increase in buyer power

https://www.flatworldsolutions.com/call-center/articles/key-trends-lead-generation-sales-2022.php

https://www.forbes.com/sites/forbesbusinessdevelopmentcouncil/2021/12/16/six-trends-affecting-sales-enablement-in-2022/?sh=70a05968644d

CHANGES IN THE TRADITIONAL WORKPLACE

Reduced number of traditional office spaces

Increased number of remote workers and hybrid workplaces

Increased digital interactions
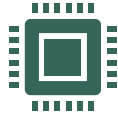
COVID-19 safety precautions

Younger generation (Gen Z) entering the workforce

Increased awareness of the importance of diversity, inclusion, mental health, and employee wellness

SALES TECHNOLOGIES

Conversation Intelligence (CI)

Digital Sales Rooms (DSRs)

Digital records that help preserve institutional knowledge

Customer Relationship Management (CRM)

Artificial Intelligence

ARTIFICIAL INTELLIGENCE

- AI can handle basic tasks like note-taking, appointment setting, and sending emails.

- AI can save time by pinpointing promising leads based on available data.

- AI can provide data insights to salespeople and businesses, allowing for better more informed decisions.

- AI such as Conversation Intelligence (CI) can be used to train sales people.

- As AI capabilities increase, the sales field will continue to shift to accommodate new technologies.

CONVERSATION INTELLIGENCE (CI)

- Conversation Intelligence is an AI software that is able to analyze speech and text to derive data-driven insights from conversations between sales agents and customers.

- CI can record practice and live customer calls, provide call transcriptions, recommend content based on call topics and analyze improvement areas for reps

- This automation of sales training and coaching would free up to sales trainers to focus on more specific areas improvement for reps

https://www.invoca.com/blog/what-is-conversation-intelligence#:~:text=Conversation%20intelligence%20is%20software%20that,between%20sales%20agents%20and%20customers.

DIGITAL SALES ROOMS (DSRS)

- DSRs are centralized locations where collateral, case studies, videos, call recordings and pricing information can be easily found and accessed by sales reps and buyers

- These digital spaces allow for easy sharing and organization.

EMPLOYEE RETENTION

Support sales reps

Provide adequate trainings and up-to-date sales materials

Build community in teams

Clear and frequent communication

Encourage learning and personal growth

VALUE-BASED SELLING

▪Potential customers don't like to be sold to. People don't want to be treated like a way to make a profit and are growing increasingly skeptical.

▪Approach selling as solving a problem for your customers, show them the benefits they can gain from a product or service.

▪Build trust with your customers.

▪87% of high-growth companies use value-based selling

▪Social selling will also become increasingly important.

https://financesonline.com/sales-trends/

INCREASED BUYER POWER

- Social media allowing for word to spread quickly about a product is a double-edged sword.

- Online reviews, posts, tweets etc. can easily give feedback to sellers about their product and communicate with potential buyers.

- Business mistakes and missteps can also be easily shared and communicated among buyers.