



Sales Methodology + Technology = A Winning Formula for Closing Deals

In all my years as a senior executive and consultant, I have never heard a sales professional say, ***“My CRM helped me close that deal.”*** Why? Because CRMs weren’t built for the seller, they were built for sales managers and senior leadership.

Sales professionals see CRMs as data repositories that help them report progress on their deals to their managers and senior executives. So how do you turn a data repository tool into a tool that helps you win more deals. Technology has caused a disruption to CRM and has been a driving force into why organizations are making it a bigger priority.

Behavior drives seller results. Are they having the right conversations, and asking the right questions? Are they providing value and perspective to their buyers?

What facilitates behavior is *methodology*, which gives sales professionals the framework of what do next in order to move the deal through the funnel. In the past, sales professionals succeeded by knowing how to navigate deals and ask their buyers the right questions. That’s still important today, but sales professionals still need to do more. It’s not just about showing up and informing buyers—they can do that on their own with all the resources available to them today. Sales professionals need to *inspire their buyers*. They do this by educating and bringing perspective to their buyers. A sales methodology is what wins deals, but methodology requires training and familiarity first.

Technology is key to creating this type of dynamic sales methodology, using customer-focused data and analytics to provide your sales professionals with the customer perspective they need to win deals. The value of sales technology persists throughout the pipeline. Sellers can add value early in the sales process by understanding the customer’s business and objectives in a deeper way. It helps sellers develop winning strategies for each deal, prioritize deals appropriately, improve time management and plan their daily activities more effectively. At the same time, sales managers can use the customer-focused data generated through analytics to give more actionable coaching advice, guiding the actions of sales professionals to improve win rates.

Beyond CRM, sales is complicated. It’s still important to have the right talent in place. Whether it’s figuring out who you should deploy to the field, to who should be your sales manager and

who is responsible for keeping up with sales technology trends. This shift in sales has caused science to play a larger role within sales. Injecting science into sales creates the idea of solution selling, it gives sales professionals an approach on how to pursue deals, rather than just pitching a product.

So, what are the next steps?

For sales professionals, I say be open to change. If you're asked to embrace something new, buy into it, because it will help you. Whatever it was that got you where you are today is not enough to keep you there.

For senior leaders, I say that sales is complicated and evolving. Understand where your organization is today and chart a roadmap for future success. Standing still is not an option.

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