



## Catapulting Revenue Growth in 2021

Traditional sales tactics are falling short, and CEOs and business owners around the globe are starting to realize that their playbook is out-of-date.

Buyers are changing how they buy, faster than sellers are changing the way they sell. Buyers are saying that sellers aren't making the grade when it comes to their recent experiences, resulting in this interesting data below:

- 62% of buyers say their sellers 'Meet' but don't 'Exceed' their expectations
- 77% of buyers don't see sellers as a resource to solve business problems
- 68% of buyers don't see much difference in sellers among the sellers they work with
- 70% of buyers seem to engage sellers later in their buying process

So how does your sales organization catch up?

There is a paradigm shift taking place in the world of selling. A move from solution selling to perspective selling. In perspective selling, the seller provides the buyer insight beyond products and services. When a seller shares perspective with a buyer, s/he is providing knowledge to help them see their problem in a different light. The best way to be of value to the buyer is to have the conversation that nobody else has had with them. Rather than just be order takers, sales professionals need to understand context, provide answers and shape thinking. Changing how your sales organization sells requires changing your 'sales system'.

Sales is a system consisting of several integrated and aligned components, strategies and processes.





The SPI Sales System Approach begins with:

**Customer-Centric Strategies.** These strategies are centered around the customer: knowing who they are, what they do and why they buy from you. It involves a disciplined customer focus. Where the seller moves from 'pitching' to 'positioning', seeking to understand the current landscape and searching for a fit and driving a partnership approach that produces win-win outcomes.

**Customer Management Strategies** are indeed the foundation of how a sales organization is run. The three essential elements of a customer management strategy are to:

**Generate Opportunities:** Ask yourself

“Does your team selectively pursue the right opportunities or chase every deal?”

“Are you satisfied with the amount of focus and activity your sales team gives toward creating new opportunities? With new customers? With existing customers?”

**Pursue Deals:** Ask yourself

“Do your sellers drive sales campaigns or do the sales campaigns drive them?”

“How comfortable are you with how your sellers prioritize and spend their time?”

**Grow Relationships:** Ask yourself

“Do you collaboratively develop business plans with your strategic accounts or develop plans based on what you can sell them within a set period of time?”

**Business Management Strategies** involve hiring the right sales talent, providing them the tools and technologies to succeed and finally managing the process.

**People and Sales Structure:** Ask yourself

“Are you confident you have the right people in the right jobs?”

“Are you motivating the right thinking, activity and behaviors?”



***Operations & Enablement:*** Ask yourself

“To what extent is your company’s behavior aligned with its message?”  
“How much thought is given to whether something makes a salesperson’s job easier or harder when something new is put in place”

***Sales Management:*** Ask yourself

“Are your sales managers sales leaders or super salespeople?”  
“How much time do your sales leaders spend managing and developing performance versus working on deals?”

To execute swiftly, effectively and consistently, you need a partner who can not only collaborate with you to design the solution, but also help you execute to drive your desired outcomes. Suncoast Partners International can bring what’s needed to make sales transformation work for your organization.