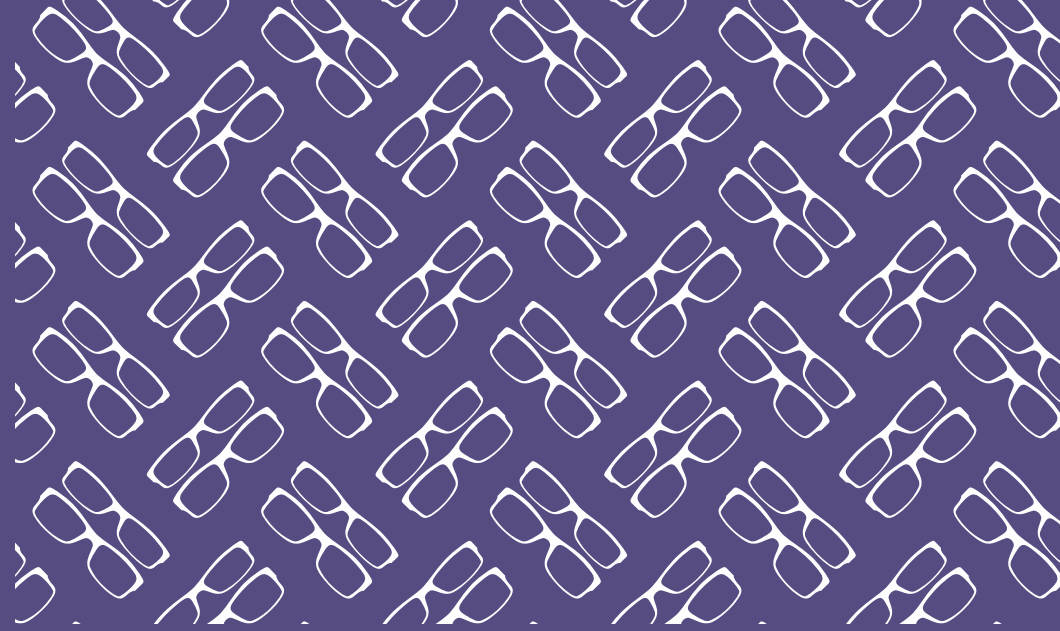


durhamlane[®]



Belief & behaviours for successful sales

accessplanit Summer Forum
7th June, 2018

@durhamlane #dlsales

Richard Lane, Managing Partner
@ durhamlane
+44 (0)7545 881442

 richardmatthewlane
 @richardmlane

OUTSOURCING • TRAINING • RECRUITMENT

In the next 45 minutes...

The changing world of Sales

The power of Belief

The importance of Behaviour

Take-aways

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Sales person first, trainer second

Richard Lane

- Career in sales, management & sales leadership
- Worked with micro/SMEs to global blue-chips
- Sales leadership, coaching & development is a passion. Strategic and solution sales
- Blogger, vlogger, writer, podcaster
- Passionate about promoting sales as a profession
- Blues guitarist, fly-fisher, runner, non-techie-techie

@durhamlane #dlsales



durhamlane: helping people & organisations increase their sales, profits & revenues in a sustainable way

durhamlane[®] outsourcing

Outsourced solutions from market research, lead generation and digital marketing to sales, early stage business development and strategic key account acquisition.
Demand generation for ambitious businesses.



durhamlane[™] recruitment

Introducing high calibre sales professionals to ambitious businesses that want to grow. From graduates to experienced hires.
Building & developing your sales & commercial teams of tomorrow.



durhamlane[™] training

Commercial leadership programmes and bespoke high-impact training and coaching for sales and non-sales people, based on our proven methodology "*Selling at a Higher Level*".
Defining strategies to help you sell, win and retain more clients.



My job this afternoon...



Challenge you to think; and to think differently



Equip / refresh you with successful sales tools



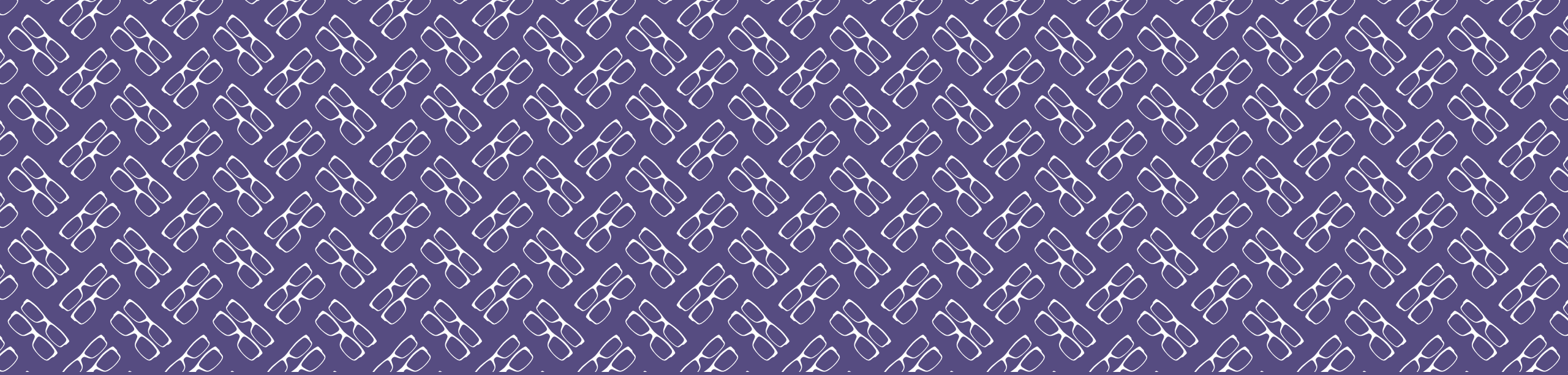
Motivate, inspire, energise



Increase your confidence



Increase your success

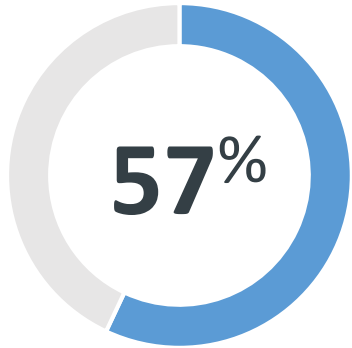


The *changing* world of Sales

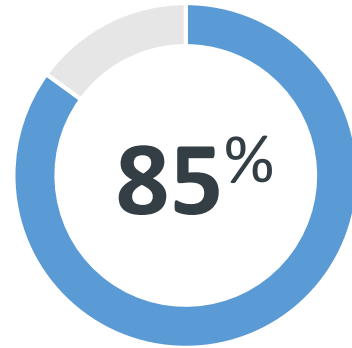
@durhamlane #dlsales

OUTSOURCING • TRAINING • RECRUITMENT

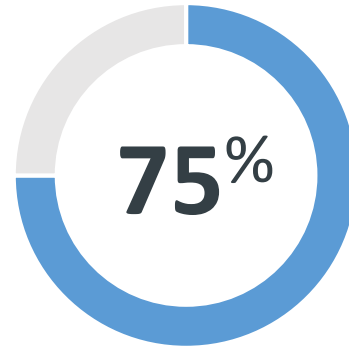
Changing buyer behaviour



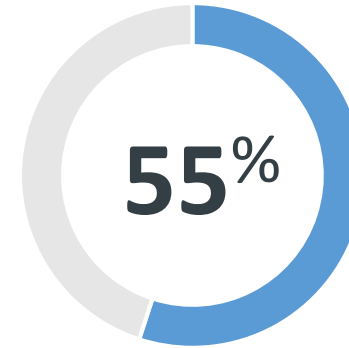
Of the purchase decision is completed **before** speaking with a vendor.



Customers will manage 85% of their relationship **without** human interaction (by 2020).



of B2B buyers now use **social media** to research vendors.



Of consumers start their online product searches with **Amazon** reviews.



People are now involved in the average **B2B** **buying** decision.





Challenge for Salespeople

24%

*of their time
researching*

50%

*of their time on
deals that won't
close*

3.2X

*more time on deals
that don't close*

Are you technology enabled?

WHO TO SELL TO AND WHY

Web Visitor ID/Tracking

- SalesWings
- leadfeeder
- RocketHub
- enecto
- leadberry
- CANDDI
- LEADZGEN
- JORNAYA
- LeadBoxer
- LEAD FORENSICS
- CLICKback
- dun&bradstreet

Account Targeting, Predictive Scoring

- DiscoverOrg
- ABERDEEN
- DealSignal
- D&B Hoovers
- osense
- agent
- MRP
- MINTIGO
- LearnData
- clearbit
- RADIUS
- compile
- beborra
- NAVIK SalesAI
- Angoss
- LeadSift
- unomy
- leadspace
- EVERSTRING
- lane4
- node
- IKO
- Datafinder
- fiind
- infer
- VALGEN
- DEMANDBASE
- Lattice

HOW TO ENGAGE & WHEN

Presentation Creation

- docketzoom
- ecos
- CustomShow
- RISEcx
- QWILR
- yoobar
- KNOWLEDGE VISION

Video Selling

- Velocious
- wind
- BombBomb
- MeetNarrate
- consensus
- oneMob
- vidyard
- BRANSHARK

Scheduling

- AssistantIt
- folloze
- eltrophy
- lumineto
- BuyerDeck
- JOURNEYSALES
- LOOKBOOKHQ
- tascit
- RISEcx

Buyer Portals

- folloze
- eltrophy
- lumineto
- BuyerDeck
- JOURNEYSALES
- LOOKBOOKHQ
- tascit
- RISEcx

Online Meetings

- CLEARSLIDE
- zoom
- FreeConferenceCall.com
- miko
- IMeet
- WebEx
- ReadyTalk
- glance
- BlueJeans
- mobileday
- crank wheel
- loopup
- conferencecalling
- GoToMeeting

Phone Dialers

- Velocify
- Vanilla
- fileboard
- ZENPROSPECT
- SalesDialers
- CALLWGO
- CONNECT LEADER
- ConnectAndSell
- INSIDESALES.COM
- outreach
- CALLWISE
- Inside Sales Box
- MONSTER CONNECT
- tellwise
- SalesLoft
- ringDNA
- RingCentral
- speediocontact

WHY THEY SHOULD BUY & FROM YOU

Value Selling & ROI

- Alinean
- DECISIONLINK
- theROIshop
- LeveragePoint
- ROI SALES
- Selling to Zebras
- ROISELLING

Reference Mgmt

- reinnovation

WHAT TO DO TO CLOSE

Sales Process & Action Management

- Salesvue
- oism
- Numerik
- TopOPPS
- collecti
- smarterme
- occurro
- collecti
- RISEcx

Account & Opportunity Planning

- MEMBRAN
- ALTIFY
- Revegy
- ARPEDIO
- oism
- SF VISION
- Plan2Win
- SALES PLANNING SIMPLIFIED
- SalesChoice
- boxxstep
- ZS
- PointNTime
- aspac
- Angoss
- akoonu

HOW TO UP/CROSS-SELL & RENEW

Revenue Management

- Model N
- ohero
- pramata
- APTUS
- Intacct

Renewal Management

- SellingPRO
- ZUORA

Customer Engagement

- revana
- tenfold
- backfipt
- zilliant

Customer Experience & Success

- tamr
- Gainsight
- Satmetrix
- TOTANGO
- skilljar

HOW TO MANAGE, COMPENSATE, TRAIN, ONBOARD, REINFORCE, COACH

Skills Development and Reinforcement

- Qstream
- MindTickle
- Xactly
- oism
- SALESHOOD
- allego
- veelo
- gnowbe
- Axonify
- IGLOO
- GURU
- WIDEANGLE
- Lurniture
- Xvoyant
- Learn Core
- Lessonly
- SABE
- clozeLoop
- Coach Simple

Sales Call Recording & Coaching

- GRYPHON
- EXECVISION
- QUIRIOUS
- TalkIQ
- REFRACT
- Gong
- Spearfish
- Callfinder
- CHORUS

Database Cleanse & Append

- DiscoverOrg
- DealSignal
- ABERDEEN
- Reply
- DEMANDBASE
- D&B Hoovers
- dun&bradstreet
- SalesLoft
- RingLead
- OPENRISE
- RAIN KING
- LeadGenius
- leadiro
- insightBee
- salesgenie
- SalesDataPro
- OceanOS
- LEADBRIDGE
- Datafox
- node
- fiind
- Datayze
- orb
- Seamless AI
- infofree
- leadspace
- LeadFuze
- SALES NAVIGATOR
- cloudingo
- experian
- data quality
- Growbots
- sellback
- YESDATA
- SYNTHIE
- wingmo
- Ciently
- zoominfo
- Emailified
- Datafinder
- proleads
- unomy
- CircleBack
- LeadCrunch
- amplmarket
- midas
- Informatica
- MIXRANK
- REACHFORCE
- iDataLabs
- ReadyContacts
- InsideView

Lead Lists/Building

Sales Enablement/Content Management

- bigtincan
- accent
- HIGHSPOT
- CLEARSLIDE
- Velocify
- Vanilla
- Reply
- groove
- reinnovation
- KnowledgeTree
- conversica
- ALTIFY
- fusejmachines
- LIVEHIVE
- Engagio
- SAVO
- Lionboard
- Analytics
- Cirrus Insight
- ahut
- SEND BLOOM
- outreach
- PersistIQ
- ZENPROSPECT
- shoupad
- CallidusCloud
- FrontSpin
- amplmarket
- PIPETOP
- KNOWLEDGE VISION
- folloze
- DEMANDBASE
- fileboard
- KineticCast
- Woodpecker
- Marketo
- Yesware
- mediafly
- DocSend
- DOCUKATED
- PFL
- proleads
- ringDNA
- SalesLoft
- GLIMMER
- ATTACH
- LOOKBOOKHQ
- Qotient
- INSIDESALES.COM
- IKO
- 100100M
- rebump
- Stirred
- klenty
- BuyerDeck
- Cloud Artillery
- SABE
- SEISMIC
- RISEcx
- tellwise
- Inside Sales Box
- FRONT
- Qvidian
- veelo
- APP DATA ROOM
- PRITSTAR
- überflip
- eltrophy
- Sales Envy
- LinkPoint
- quota factory
- Brandfolder
- CloseFox
- mindmatrix
- mobileforce
- lumineto
- AI Email Outreach
- Sales Outreach AI
- unboxed
- ModuleQ
- enhatch
- NAVIK SalesAI
- TRACK LEFT
- INTELLIVERSE
- conversica
- ONDI GO

Buyer Consensus

- Revegy
- MEMBRAN
- ALTIFY
- ARPEDIO
- DEMAND FARM
- Kapta
- akoonu
- consensus
- boxxstep

eSigning

- Adobe Sign
- DocuSign
- RightSignature
- AssureSign
- odoo
- SignNow
- Signing Hub
- GetAccept
- HELLO SIGN

Proposal & Configure, Price, Quote (CPQ), Contract Life-Cycle Mgmt

- Model N
- CallidusCloud
- OCTIV
- APTUS
- QWILR
- BlueprintCPO
- springcm
- QUOTEXPRESS
- QUOTEBOOKS
- paperless proposal
- Loopio
- pd
- PandaDoc
- Selling to Zebras
- VISTAAR
- salesforce CPQ
- Cincom
- odoo
- NINTEX DRAWLOOP
- ORACLE
- CONSIGLE PRICE
- APPAROUND
- KRAX
- Configure One
- SAP
- endeavorcpq
- PROS
- socket
- conga
- Proposify
- SellingPRO
- TACTON
- Orvus
- privia
- experlogix
- proposable
- ConnectWise

Sales Forecasting & Reporting

- aviso
- CallidusCloud
- SpringML
- INSIGHTS SQUARED
- vortini
- clari
- SalesChoice
- funnelsource
- ZS TopOPPS
- VisualCue

Video Practice & Role Play

- Qstream
- MindTickle
- allego
- PointForward
- Learn Core
- CommercialTribe
- HireVue

Gamification

- BUNCHBALL
- gameEffective
- SPARTA
- cloudapps
- hoopla
- AMBITION
- level eleven

Web Lead Clipping

- capture
- RocketReach
- FOUND
- hunter
- Brabbler
- LeadFuze
- LeadGibbon
- Salestools
- emailmatcher
- KickFire
- AeroLeads

Call-Back Web Lead Capture

- CALLMAKER
- Lucep
- speake2leads

Installed Tech Stack

- DiscoverOrg
- D&B Hoovers
- ABERDEEN
- siftery
- ReadyContacts
- HG DATA
- InsideView
- RAIN KING
- Dataalyze
- Seamless AI
- Salesify

Email Reply Mining

- LEADGNOME
- Siftrack

Sales Personalization/Trigger Events/Social Selling

- DiscoverOrg
- nudge
- D&B Hoovers
- COMPANY
- Seamless AI
- agent
- CircleBack
- Crystal
- PEOPLELINK
- OUTRO
- contify
- fusejmachines
- reachable
- xiQ
- FunnelFire
- Owler
- InsideView
- charlie
- SalesIntelligent
- nova
- RAIN KING
- funnel finder
- colabo
- RocketReach
- artesian
- Factr
- RADIUS

Specialized Mobile

- Present
- mappycustomers
- Repsly
- Flipdeck
- HANDSHAKE
- RepZio
- INSIGHT
- Veloxly
- FORCE-MANAGER
- appglu
- LIID
- FlowVella
- inkling
- showcase
- vablet
- Honeybee
- FRONT ROW
- TACT
- LinkPoint
- SPIRO
- BADGER
- showell
- appnedic
- outfield

Tactile Selling

- SwagIQ
- PrintSF.com
- CoffeeSender
- loop & tie
- AI Note Taking
- clarke.ai

Channel Management

- Allbound
- 360insights
- entomo
- CHANNEL ROCKET
- mobileforce
- Qotient

Channel Management

- Oracle
- CONSIGLE PRICE
- APPAROUND
- KRAX
- Configure One
- SAP
- endeavorcpq
- PROS
- socket
- conga
- Proposify
- SellingPRO
- TACTON
- Orvus
- privia
- experlogix
- proposable
- ConnectWise

Quota & Territory Management

- ohero
- ZS
- TerrAlign
- optmyze
- CallidusCloud
- naplan

15 Years Ago



Sigh! Letters



Today



OMG! A Letter

Think differently

- Keep it simple
- Leverage everyday thinking, sales tools, techniques & blueprints
- Be agile. Carry best practices in your mind
- *'In the moment'* learning
- Fostering confidence, skills & passion
- Be someone whom your customer wants (& knows they *need*) to spend time with.

**re-
think**

**How to think
differently**



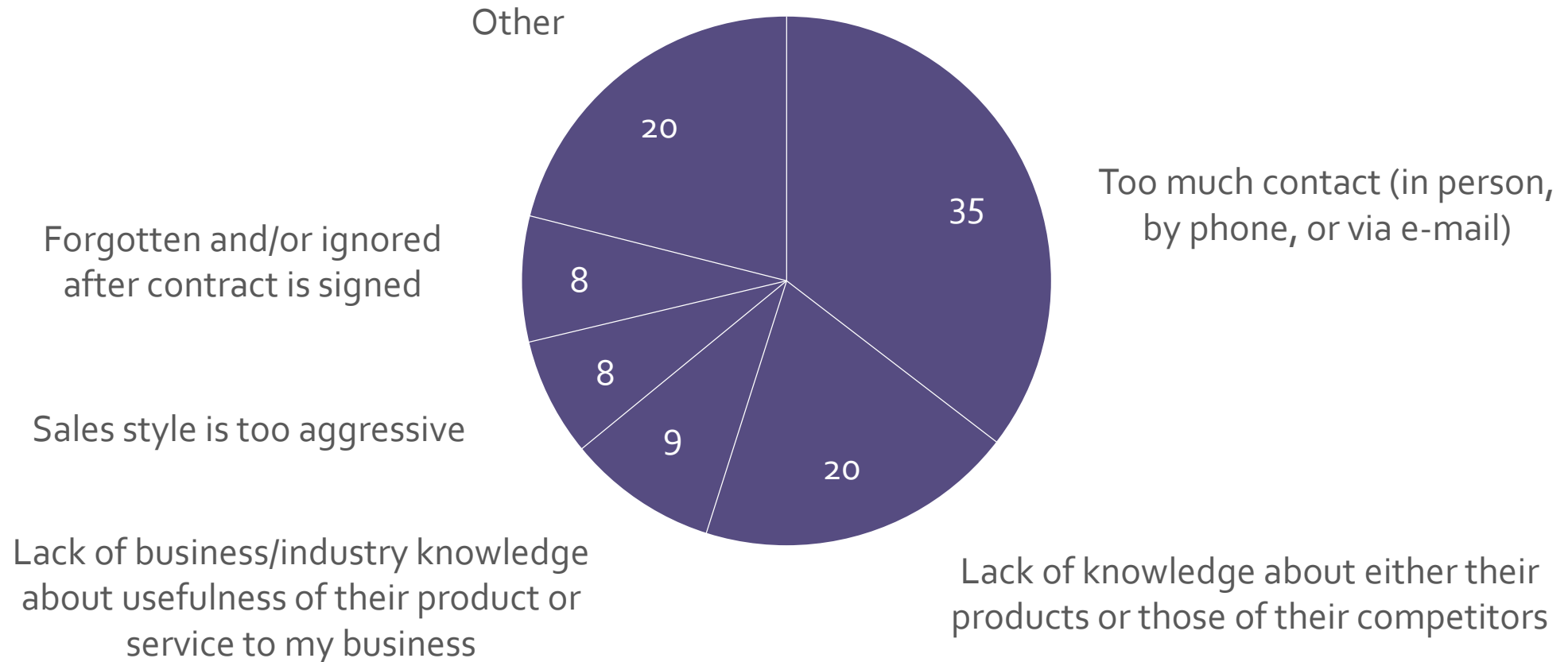
Nigel May Barlow



Sales

Many people are still getting it wrong

Most destructive sales behaviours



Belief in your product, service, solution

No-one wants to buy from someone **who doesn't believe** in what they are selling

Belief in your product, service, solution

People prefer to buy from people who are knowledgeable, confident and understand what the buyer needs or is trying to achieve

The belief equation

(Belief + Knowledge = Confidence) x Understanding

= High Performance



**Business Fit.
Business Value.
Long-term Relationships.**



**Professional, humble,
courteous.
Pro-active, hungry,
ambitious.**



**Be interested to be
interesting.**



**Under promise, over
deliver, over whelm.**



**Quality x Quantity x
Consistency
= High Performance**



**24 hours to celebrate or
wallow in misery.**



**Estimate then validate;
never assume.**

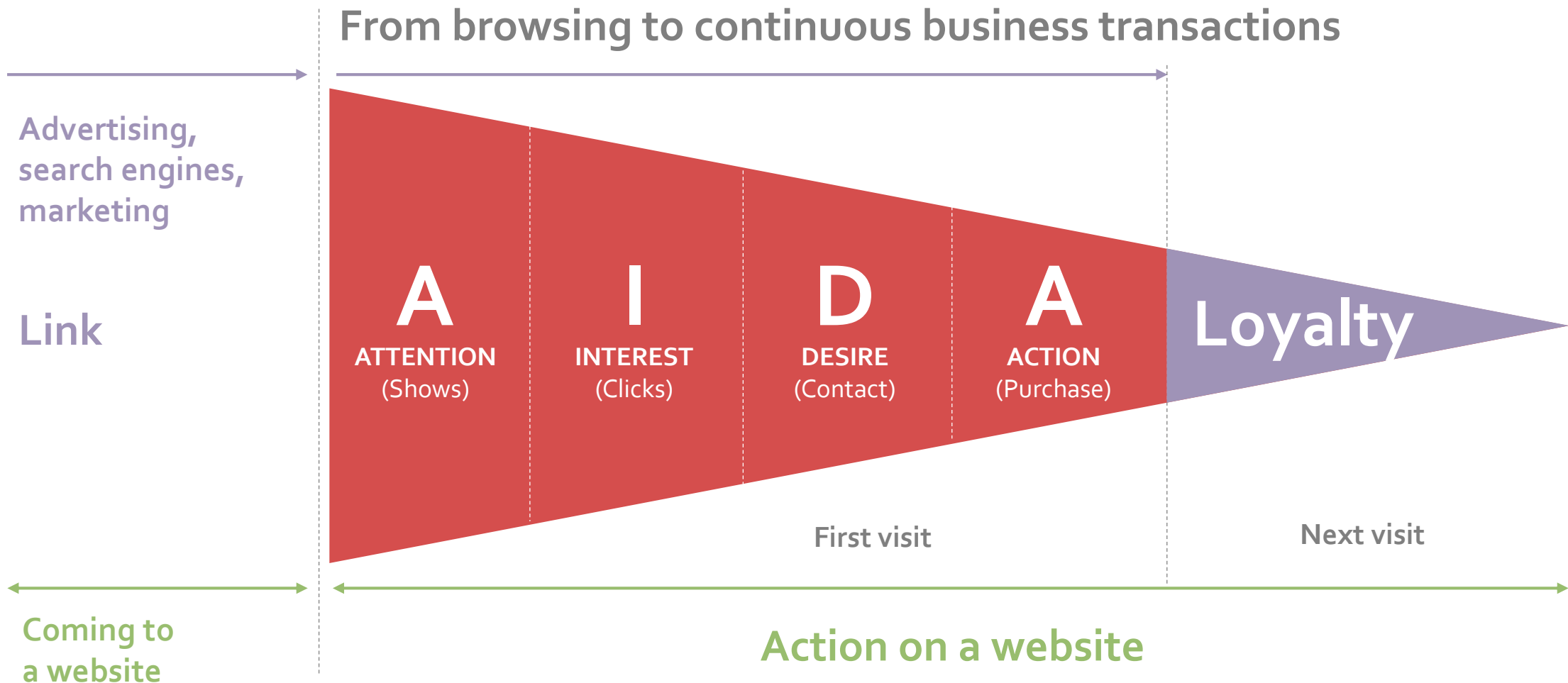


Respectful Silence.



It's up to you!

Help people to buy from you



Selling at a Higher Level

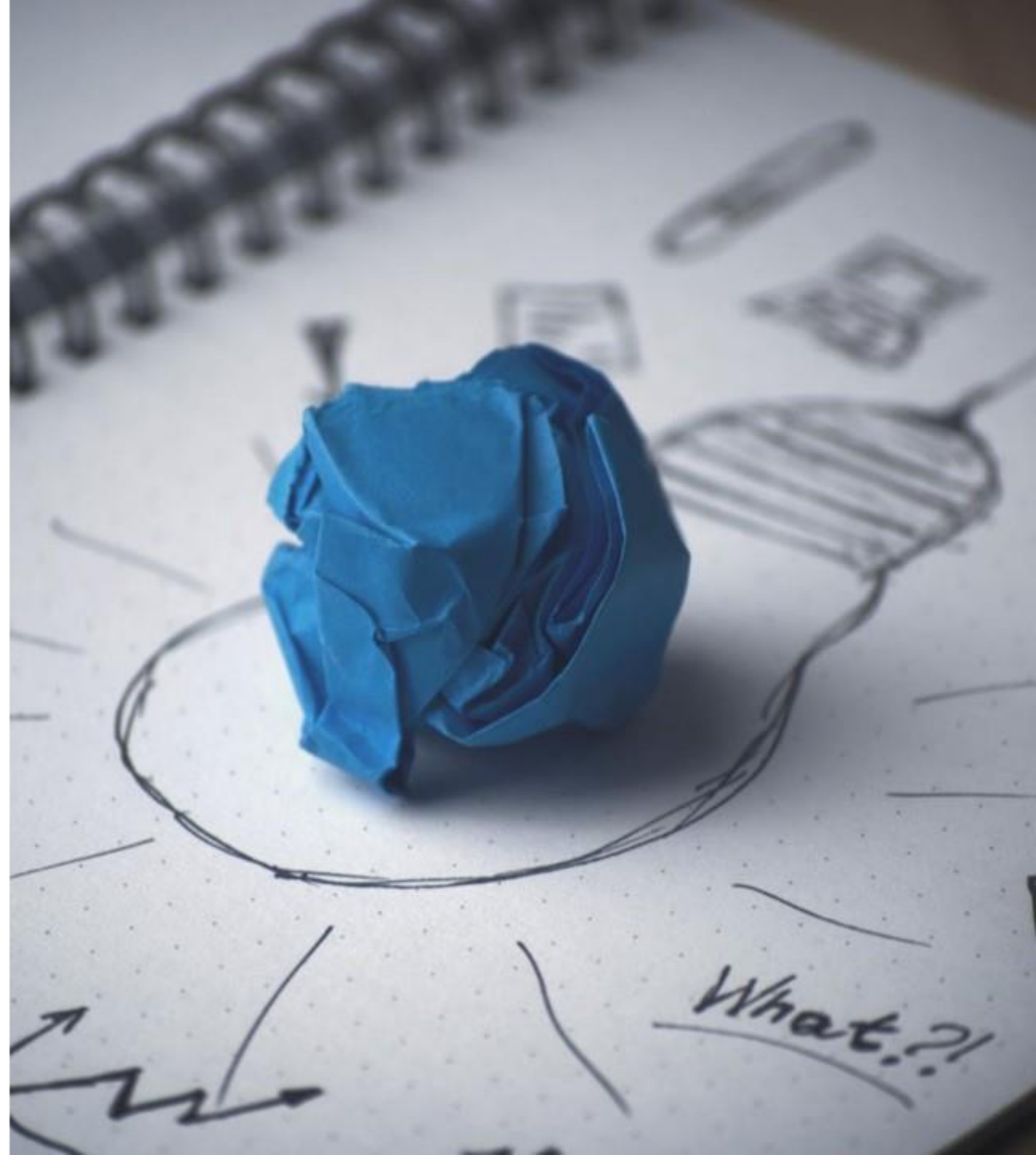


THE FOLLOWING ELEMENTS ALL RUN AS CONSTANTS THROUGHOUT THE SALES CYCLE
 For Example Qualification is as important during stage 1 and stage 4

<p>CORE SKILLS</p> <p>Question-led, solution focused, Champion & Coach development, Key Account Planner (KAM) & opportunity management</p>	<p>ATTITUDE SKILLS</p> <p>Pro-active, responsive, goal driven, delivering against expectations, continuous improvement</p>	<p>SECTOR KNOWLEDGE</p> <p>Module based on relevant sector, if appropriate</p>	<p>QUALIFICATION</p> <p>Magic 35, 7 step qualification toolkit</p>	<p>WIN - WIN NEGOTIATION</p> <p>Trade build, BATNA, negotiation template</p>	<p>PERFORMANCE MANAGEMENT</p> <p>Tracking opportunities Targeting & focus Customer Relationship Management (CRM) Keeping up to speed</p>
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Success in Sales is about
developing the right mindset
and ... adapting your
behaviours to suit the preferred
style of your customers

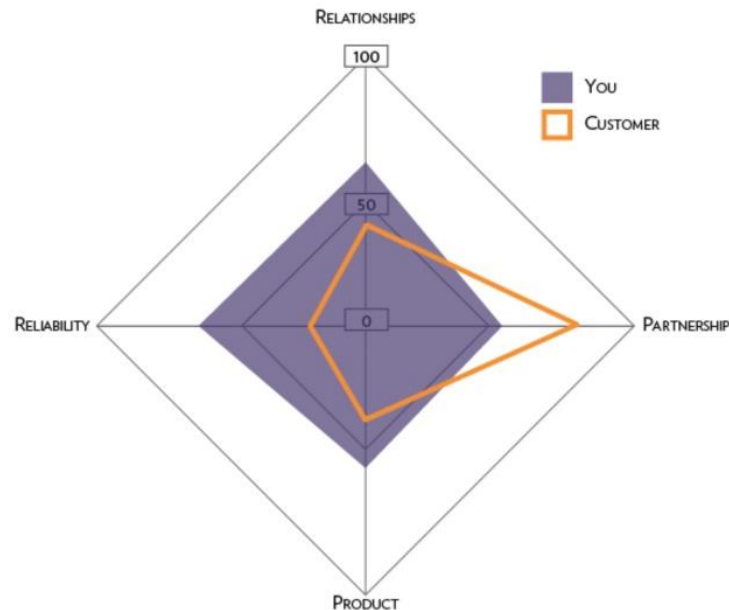
@durhamlane #dlsales



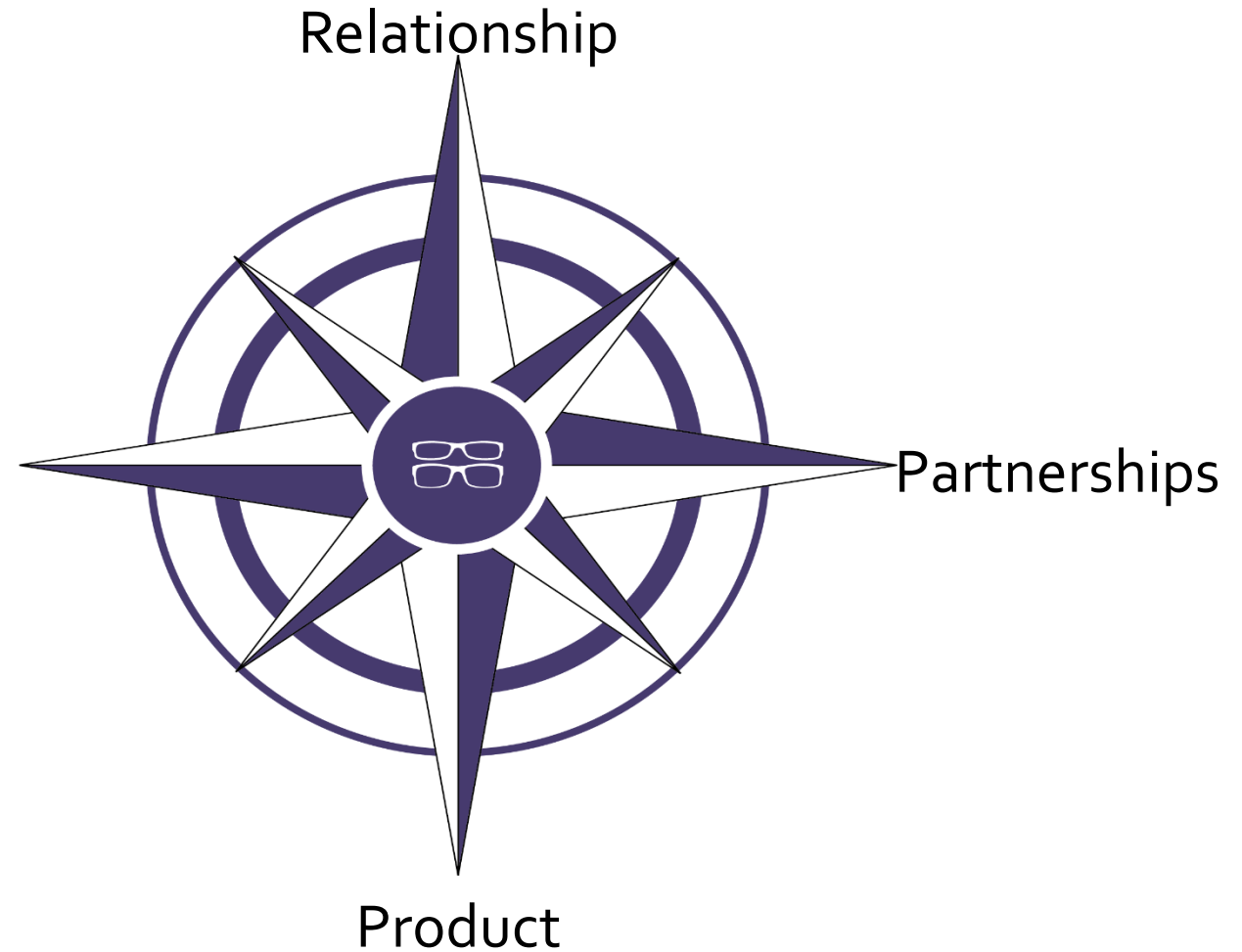
Customer Engagement Behaviours



- 4 key behaviour points exist on the CEBA 'compass'
- People typically exhibit a preference for one
- Pin-point average **behaviours** & perceived **values** to make an impact



Reliability



Relationship Behaviours

1. Personal Service
2. Puts customer's interests first
3. Builds 1:1 relationships
4. Personal trust
5. Close bond
6. 'Works for' the customer contact



Product Behaviours

1. Associates with 'the best' products
2. Knows the market & technology
3. Gives technical answers
4. Talks technical features / benefits / advantages
5. 'Get the right customer for the product', or move on



Partnership Behaviours

1. Work for bottom line value for own and customers' businesses
2. Sees business opportunities – for the customer
3. Invests in understanding customer business
4. Products seen as a vehicle for profit improvement
5. 'Business partner' (not supplier)

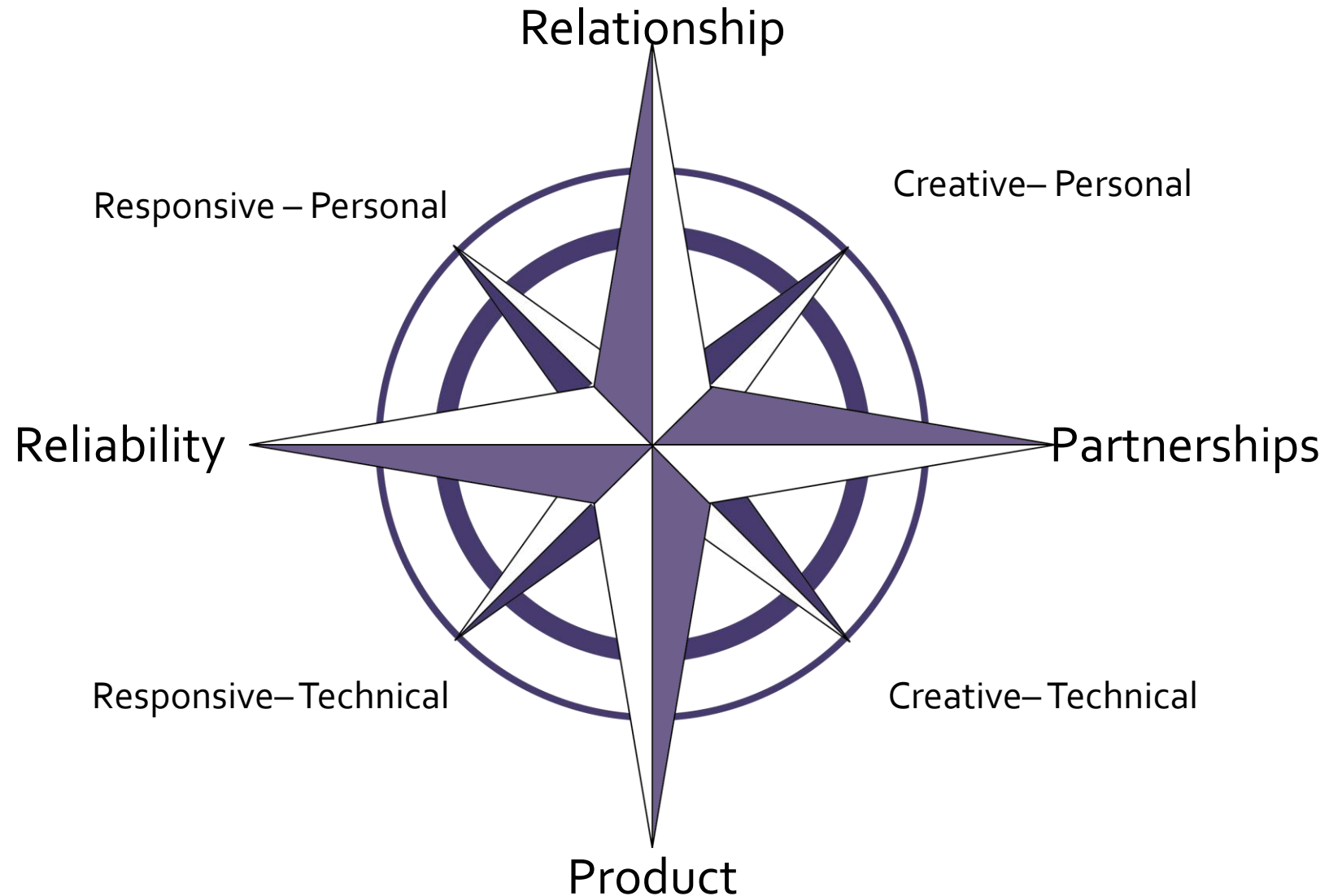


Reliability Behaviours

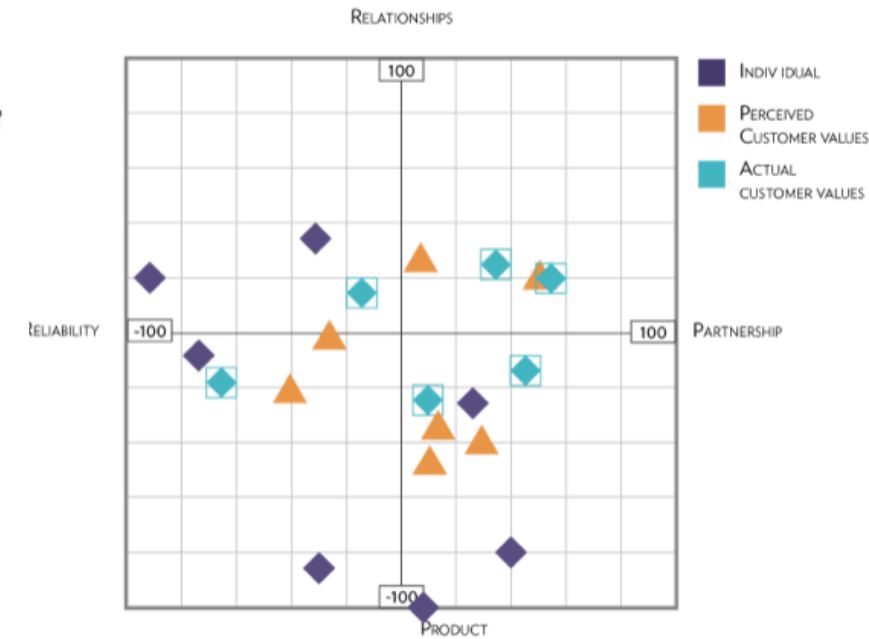
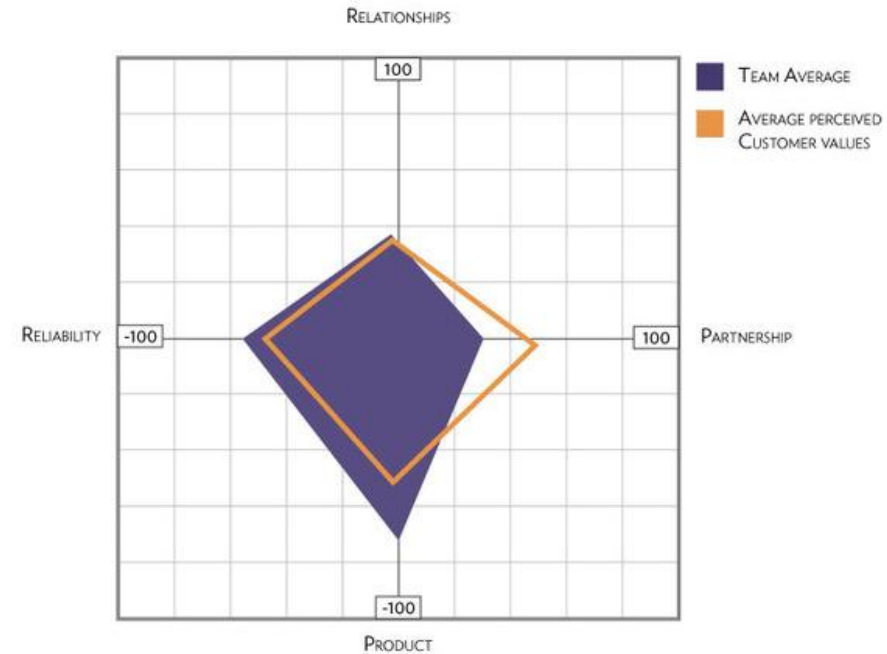
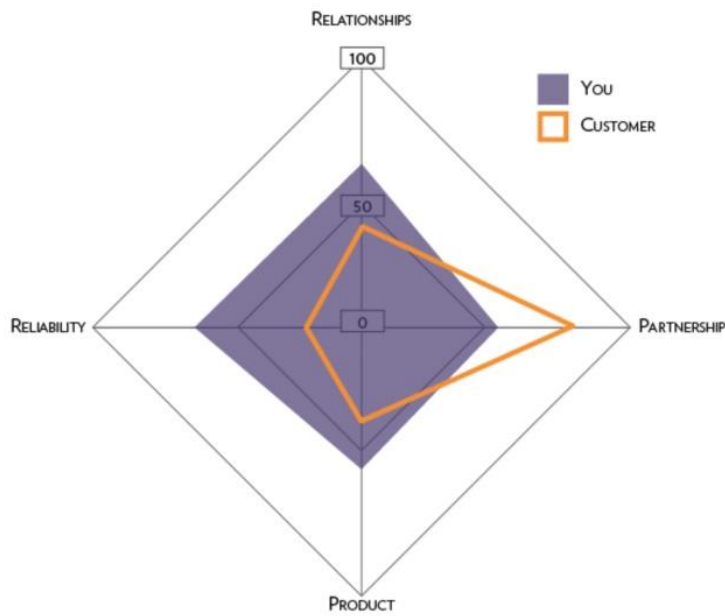
1. Doing things right, on time, every time
2. Quality is paramount
3. Documentation and processes
4. Responds to customer demands
5. Honesty, integrity & realistic delivery



The Behavioural Model



Transform sales performance: improve behaviours and align closely with customer values



Individual: "How effective am I with my key customer?"

Team: "How effectively do we serve our strategic customers?"

Organisation: "How do we grow our overall business through better customer engagement?"

@durhamlane #dlsales

OUTSOURCING • TRAINING • RECRUITMENT

Try CEBA for yourself & with your team for just £99 per person*

- Part 1 CEBA assessment
- Comprehensive personalised report
- 1-2-1 coaching feedback call (45 mins)

Apply: ceba@durhamlane.com



* Usually £299 per person



**Business Fit.
Business Value.
Long-term Relationships.**



**Professional, humble,
courteous.
Pro-active, hungry,
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**Be interested to be
interesting.**



**Under promise, over
deliver, over whelm.**



**Quality x Quantity x
Consistency
= High Performance**



**24 hours to celebrate or
wallow in misery.**



**Estimate then validate;
never assume.**



Respectful Silence.



It's up to you!

Organizations with formal coaching programs saw 68.2% of reps achieve quota, versus only 48.4% in organizations where coaching was more ad-hoc.

CSO Insights

Have a think...

- How strong is your team's belief – in you, your brand, your products, services etc?
- Are you helping your sales teams to be the best they can be?
- Behaviours can be adapted/changed, personality is fixed.

@durhamlane #dlsales



Place stamp here.

+ 44 (0)191 481 3800 13 Windsor Terrace, Newcastle upon Tyne, NE2 4HE

[durhamlane.com](https://www.durhamlane.com) info@durhamlane.com [@durhamlane](https://twitter.com/durhamlane) [#dlsales](https://www.instagram.com/durhamlane) [in](https://www.linkedin.com/company/durhamlane) search 'durhamlane'



Thank you!

richard.lane@durhamlane.com

www.durhamlane.com

@durhamlane on Twitter

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richardmatthewlane



@richardmlane