



DIY IN-HOUSE TRAINING

*Here is a tutorial you can use for your in-house training.
It is an excerpt from the upcoming EXselling training.*

The three primary drivers of change in sales are **Technology, Processes and Demographics**. New options for each of these are being made available almost daily.

Do you need to embrace them? Can you afford not to? You need more tools, but which ones are right for your situation?

Here is a summary of the ideas from the training.

TECHNOLOGY



Advances in technology take two basic forms: Devices and Apps.

DEVICES: Moore's Law is no longer valid. It is true that speed increases often, but prices no longer decline as much as they did. For instance, the latest iPhone has improved processing power, but it also carries a higher price point. Rather than having lower prices, many new devices have increased features and capabilities. One of the most touted new iPhone features is the "three-camera" capability. Do you need it? How will your customers benefit from you having that capability?

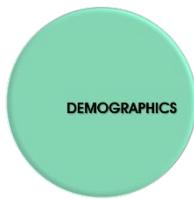
APPS: Keep an eye on the programs you use most often. Upgrading is tempting but it requires time to install and learn them. What is the potential payback? When the upgrade corrects a flaw or vulnerability, just do it. Otherwise, don't do it just because you can.

PROCESSES

Other departments and other organizations may be using processes that can benefit your sales efforts. For instance, when I attended a seminar on Lean/Kaizen processes, it seemed like it was a panacea for sales organizations. At the time, it was primarily implemented in manufacturing with a few engineering uses but not sales. The point is that you and I see the world as sales professionals or sales leaders. Whenever you see a process that benefits another area, ask yourself how it might work for sales.

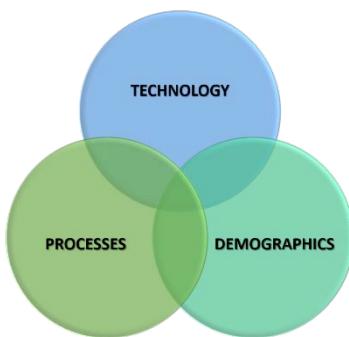


DEMOGRAPHICS



As more Millennial and Gen-X players move into tactical and strategic positions, the way we interact with them will need to improve. Remember, those of us in sales change our approaches; we do not expect the customer to accommodate our approach. What resources does your organization need to help your customer-facing people better interact with different demographics?

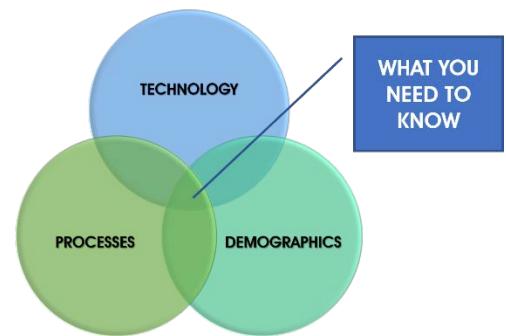
SUMMARY



There is more to learn and to implement in all three of these categories than we could possibly accomplish. They are huge and growing. Only incorporate what adds to your bottom line. An open discussion with your sales team will help sort out the

- Need to Have
- Like to Have
- Do Not Need

While working through this process, you will be using the consultative approach for decision-making. Everyone on the team will benefit by interacting in this process. After all, it is the same approach our customers use when evaluating whether they should buy from us.



Technology – Do we really need those capabilities?

Process – What is the anticipated ROI from implementing this?

Demographics – What new pages or chapters do we need to add to our playbook to enable us to sell to all demographics?

TRAINING PROCESS

1. Begin with outcome: what do you need to be able to do in sales that you cannot do now?
2. Which of the three primary drivers could help you do that?
3. How will you measure the results of the option or options you choose?
4. What metrics can you use to determine how profitable the effort is being?

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