

In the Real World of Sales Today...

Lots & Lots of New Challenges



Much Smarter Buyer

- 70% of sales cycle done before talking to rep
- Wants conversation targeted to unique needs



Inefficient & Ineffective Selling Content

- It's not Customer Value focused
- Not easy to find or organize
- Formatted in ways that are not useful to Sales

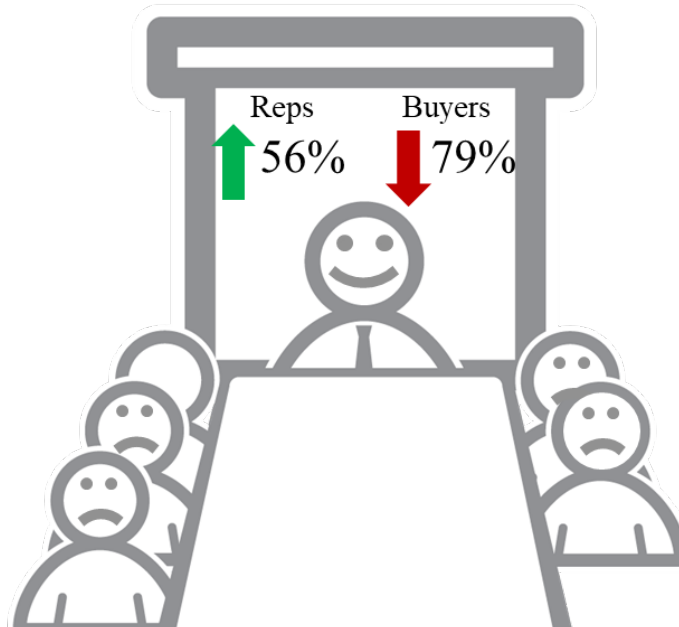


Poor Visibility

- Disconnect between rep and prospect
- Opportunities are not accurately prioritized
- CRM systems not being utilized effectively
- Missed forecasts

SALES

Challenge: Poor Alignment on Both Sides



Source: Forrester Research

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The More Important Result is...

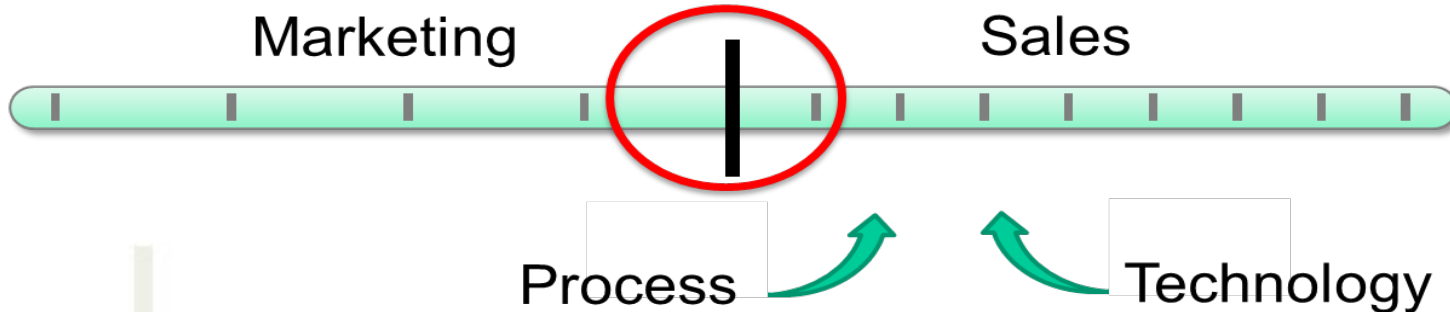
*Salespeople are just not being effective
data is pretty ugly...*

Meetings with C Levels... *They say...*

- Only 18% say their meetings with salespeople meet their expectations
- Only 7% say that they would schedule a follow on meeting as a result

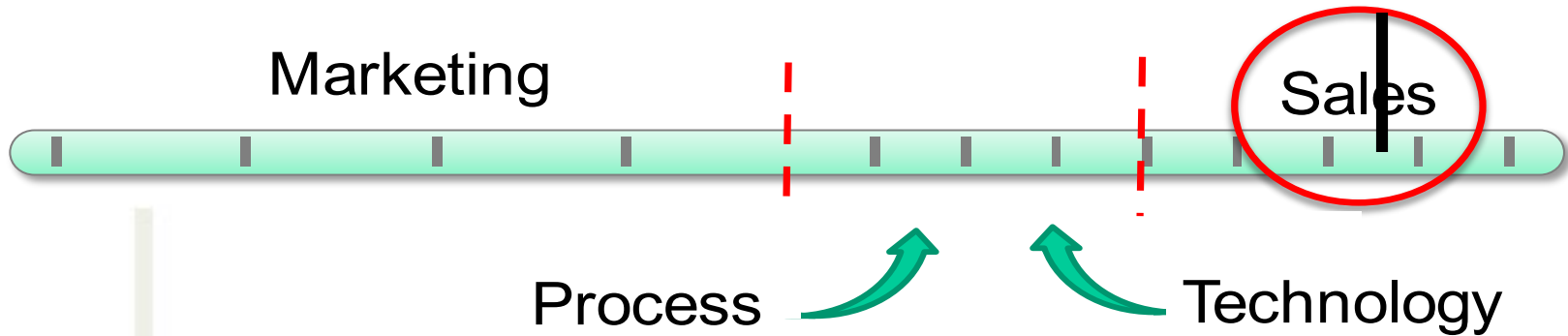
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Challenges: Much Smarter Buyers



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Challenges: Much Smarter Buyers



The Result is...



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- **70%** of the buying decision is made by the Buying team before any discussion with any vendor.

Typical B2B Buying Decision Process Today

- **10** potential vendors are researched online
- **4** have actual telephone discussions with the Buyer
- **2-4** have F2F meetings to get in the process
- **6-8** never knew there was a buying process

IN THE MARKET TODAY:



55%

**LESS THAN 55%
OF REPS MAKE
QUOTA**

65%

**65% OF SALES
PROFESSIONALS
STOP AT THE
SECOND "NO."**

7 OF 8

**7 OF 8
COMPANIES FAIL
TO ACHIEVE
PROFITABLE
GROWTH,
ALTHOUGH
MORE THAN 90%
HAVE DETAILED
STRATEGIC
PLANS.***

95%

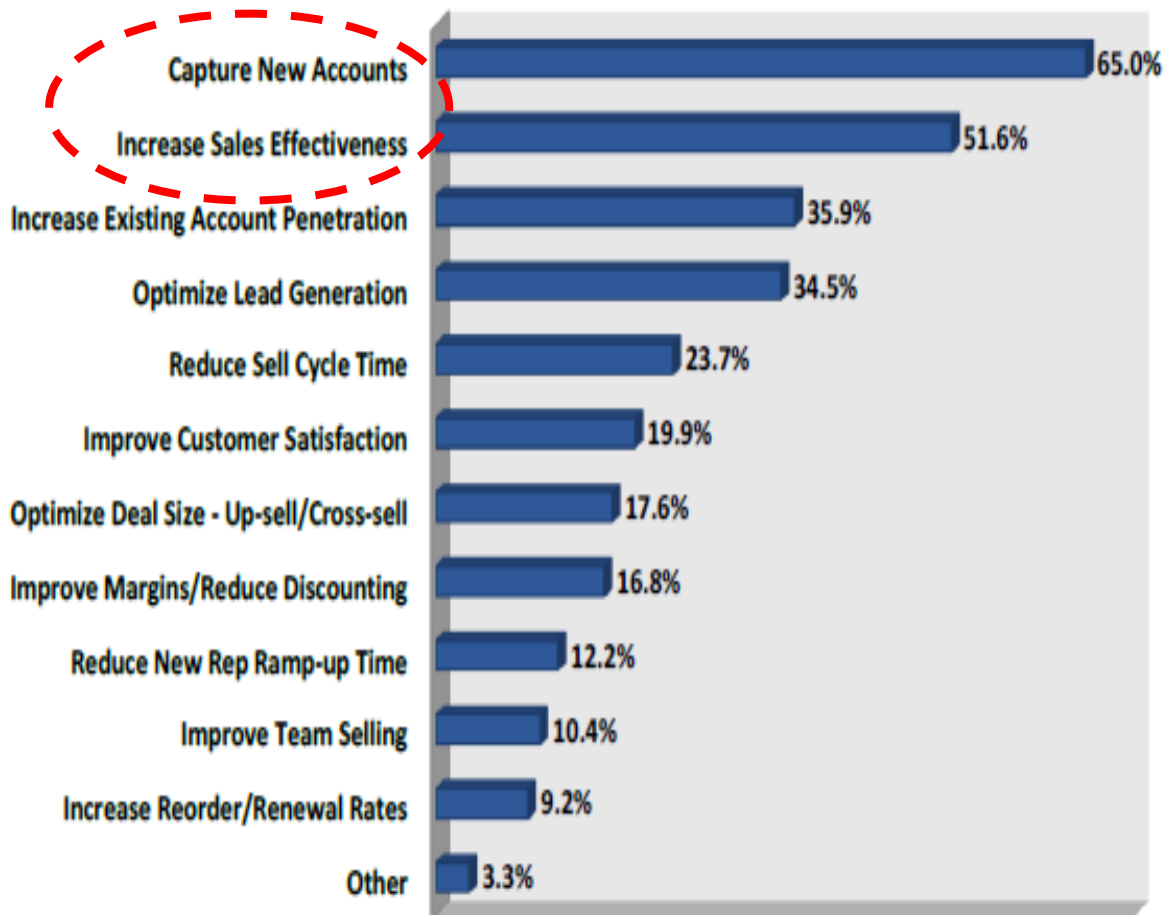
**95% OF
EMPLOYEES
DO NOT
UNDERSTAND
THEIR
COMPANY'S
STRATEGY.****

* Harvard Business School
(Bain Consulting Study)

** Harvard Business School
(Office of Strategy Management)

What Do CEOs & Sales Managers Care About ?

Top Sales Objectives in 2019



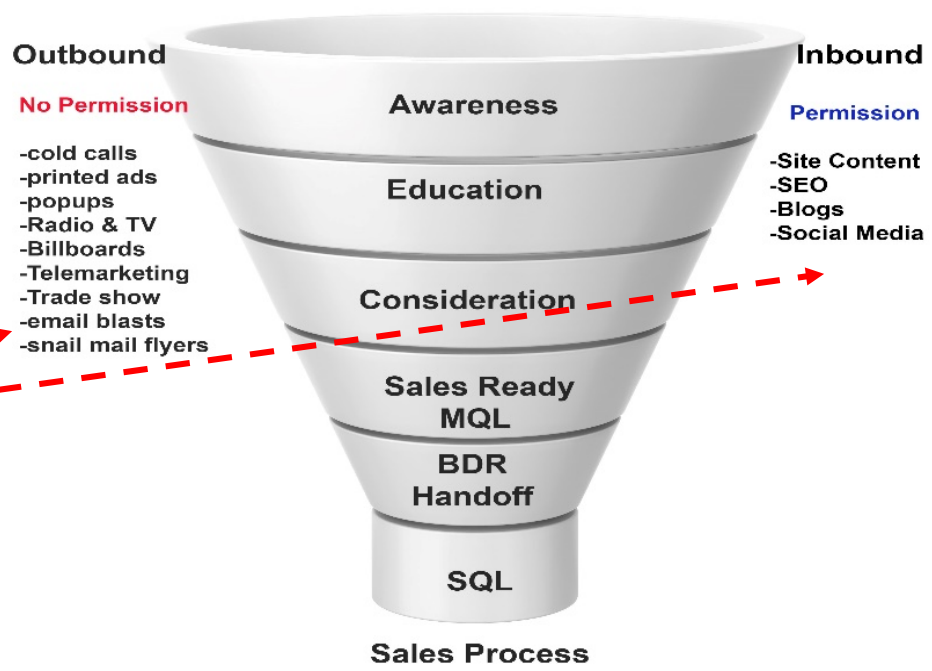
“It would be hard to find a CEO and certainly any Sales Manager in my industry who wouldn’t say that getting more revenue and reducing the cost of sales isn’t one of their top three or four goals”

-CEO from a very large financial services company

-CEO from a very large internationally known hospital system

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Derby Classic Marketing Funnel Steps



Smarketing is...

- 1 continuous process
- 1 "Our Way of..."
- 1 Marketing Process TOFU
- 1 Marketing toolbox

- 1 Sales Process BOFU
- 1 Sales toolbox
- 1 SLA
- 1 technology platform
- x # of metrics
- Clarity in tools & metrics
- Common language
- Training & Certifications

Derby Classic Sales Funnel Steps

