The Science of Sales
&
Why it matters now!

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My thanks to Brian Bresee for his content!

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Alum of the Derby Entrepreneurship Center @Tufts

This minute I have 87 of my alums at Hubspot!

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Agenda

1. What's happening in the market?
2. Prioritization - How to choose the right leads?
3. Personalization - Landing the message
4. Persistence - depth & breadth to get to connection
5. Discussion

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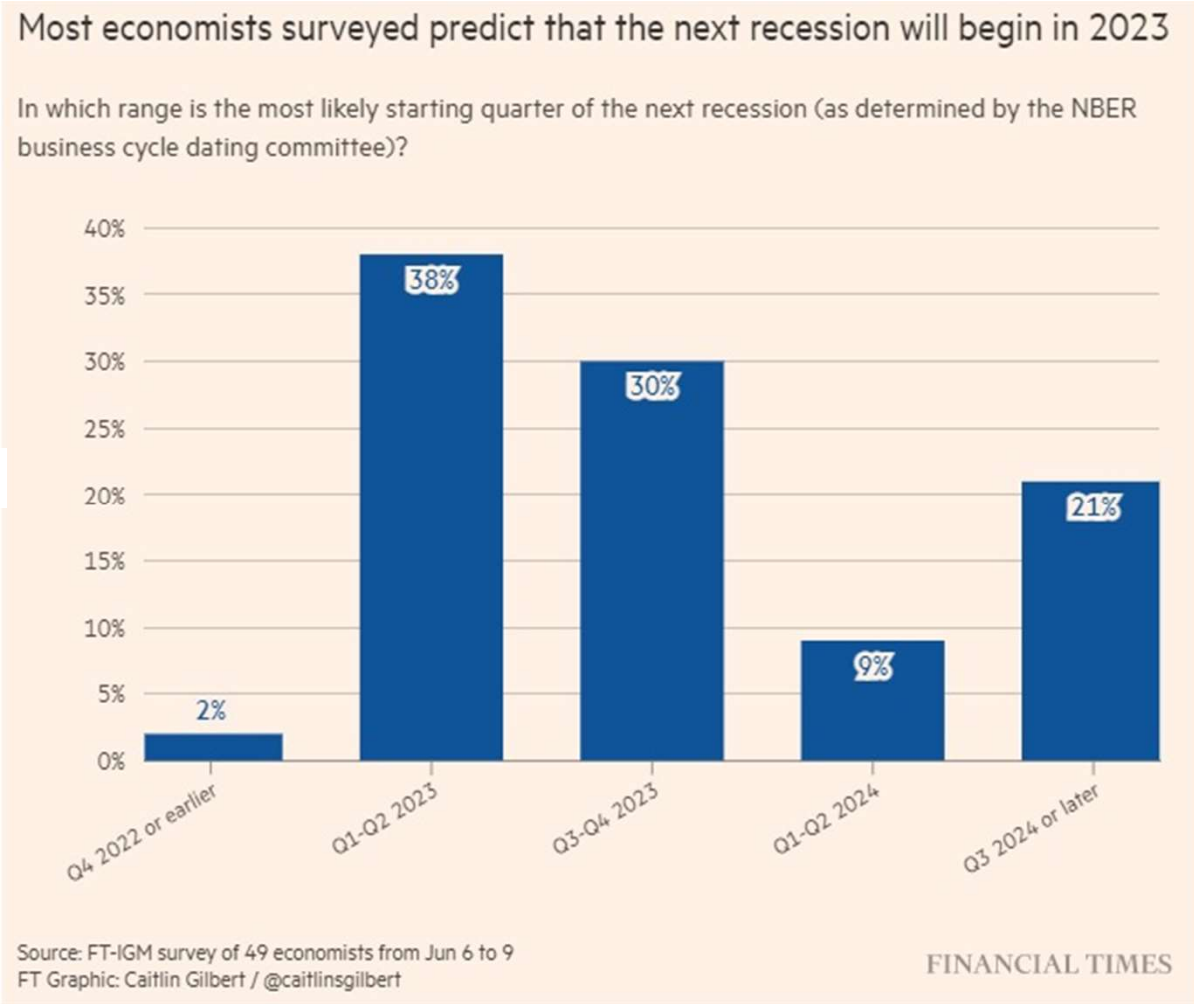
Macroeconomics

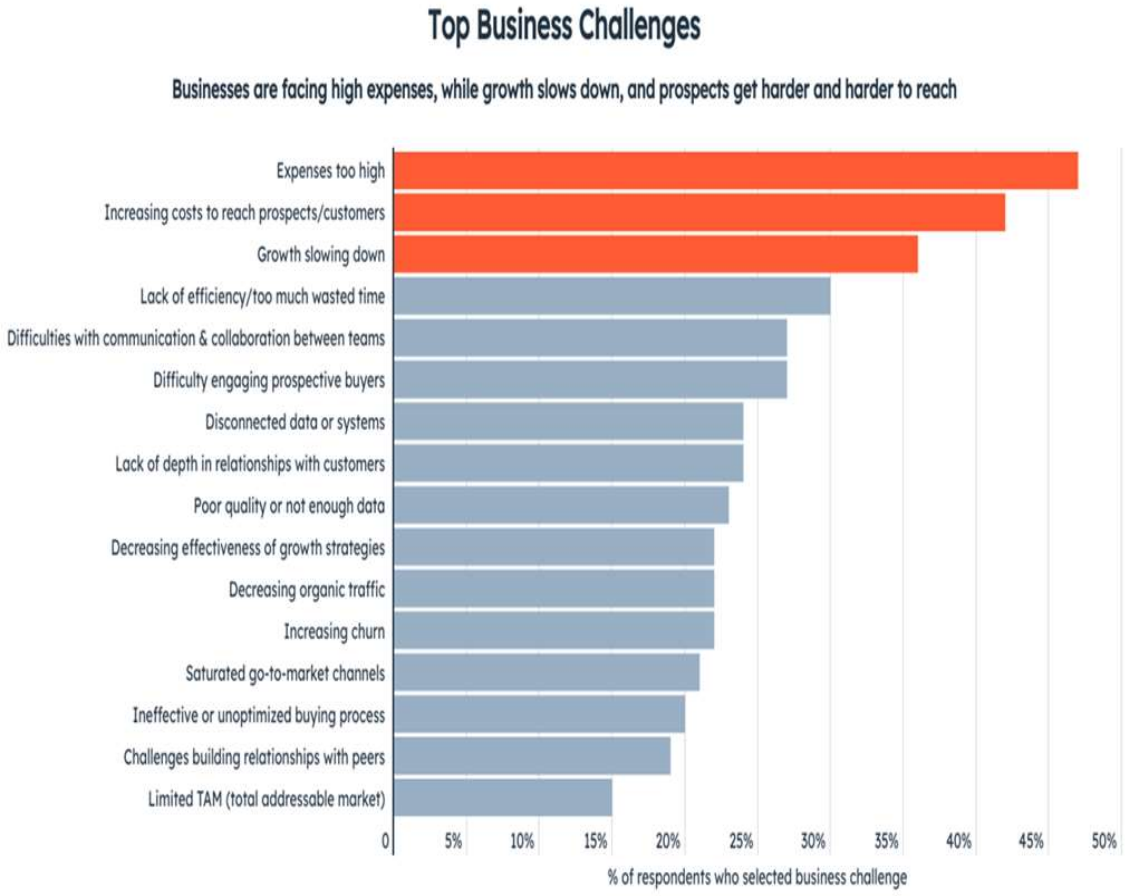
A cold winter's coming !!

- 7 in 10 Economists predict '23 recession.
- The media loves to talk about a recession!
- 2023 will be a very tough year!
- Put your hard hats & your big pants on!



Macroeconomics

- Sales expenses are high
- Sales efficiency is poor
- Sales hiring is tough
- Average AE time = 2.7 years
- Business growth is slowing
- Prospects are hard to reach.



80% of sales managers today are not confident in their team's ability to meet their 2023 quota !

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“A” level salespeople work	~ 60 hours / week
60 x 54 weeks	3,240 hours / year
- 15% standard indirect time	- 486 hours
- 4 weeks vacation for “A”	- 240 hours
- 10 days of sick	- 120 hours
- 10 holidays	- 120 hours
Baseline #1	2,274 hours to sell
- Administrative meetings	- 350 hours
- Post sale tasks	- 350 hours
Baseline #2 =50%	1,574 hours to sell

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Baseline #2 = 50% 1,574 hours to sell

- Travel ?

The question now is how productive is that person?

90% = 1417 hours

80% = 1249 hours

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Add to this, the online reality

70% of the buying B2B decision is made by the Buying team before any discussion with any vendor ***was…***

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

This stat is 9 years old !

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More Decision Makers involved

Timelines Elongated

Budgets are being re-evaluated

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So as businss leaders, what can we do?

Be Practical !
Be Courageous !
Market & Sell Differently !

Process-Tools-Technology-Metrics & People

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It’s more important than ever that our sales teams are in front of the **right people,** at the **right time,** with the **right message.**

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Sales Prospecting Plays in 2023

Prioritization

- It’s harder than ever to reach decision makers
- How are you enabling your sales team to call the right person every time?

Personalization

- Buyers have gotten better at screening noise
- How are your sales reps engaging with personalized value?

Persistence

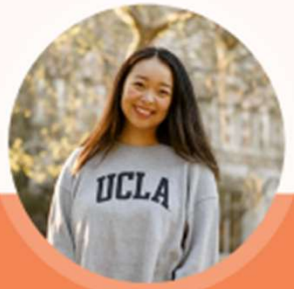
- It takes double the touches to connect with a prospect today than 15 years ago
- Many touches on multiple platforms is the key to connecting

Prioritization

Be Human
&
Sell Value !

General Buyer Persona

Sarah Link



Background / Demographics

Job? Career Path? Family? Lifestyle? Age? Income?

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

Real Quotes

About goals, challenges, etc.

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Goals / Challenges

What does this person struggle with in relation to meeting goals? What serves as a roadblock for this person's success?

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Identifiers

Communication preferences? Social media platforms?

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What can we do?

...to help our persona achieve their goals?
...to help our persona overcome their challenges?

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Marketing Message

How can you describe your solution to have the biggest impact on your persona?

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What's a Target Account?

Companies that you identify as having high revenue potential based on key traits you find in your best customers.

Target rank to…

- **Geo, Size, Markets, Sales Cycle**
- **Persona types**
- **Value Proposition specifics**

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How Many Targets?

40-50 Max

WHY?

-Target Account Selling is about being consistent, holistic & disciplined. It requires a significant time investment.

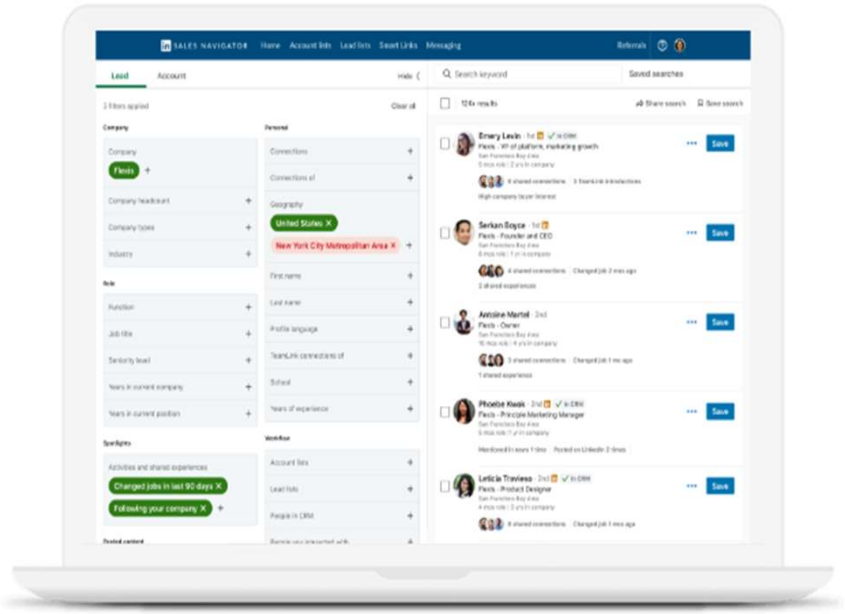
-Having more than 50 Target Accounts sets you up to fail.

"If everything is a priority then nothing is a priority."

Use Linkedin Sales Navigator w/ your CRM

- Identify companies to target based on ideal client profile
- Filter lead and contact sourcing
- Track & follow for key trigger events

How are you targeting today?



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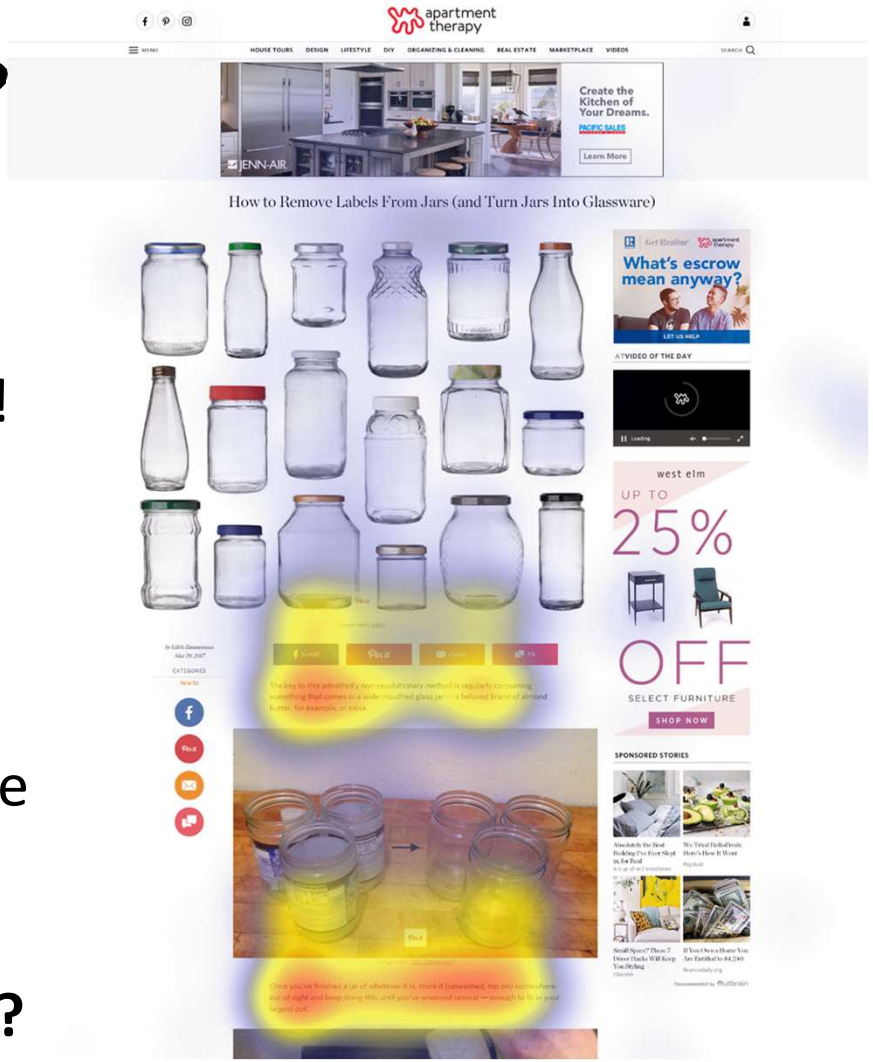
Personalization

Why Personalization?

- Your prospects have hundreds of things a day demanding their attention!
- Their brain skips over ads.
  2,600 messages / week
- Unpersonalized emails have this same problem.

So how do you get through?



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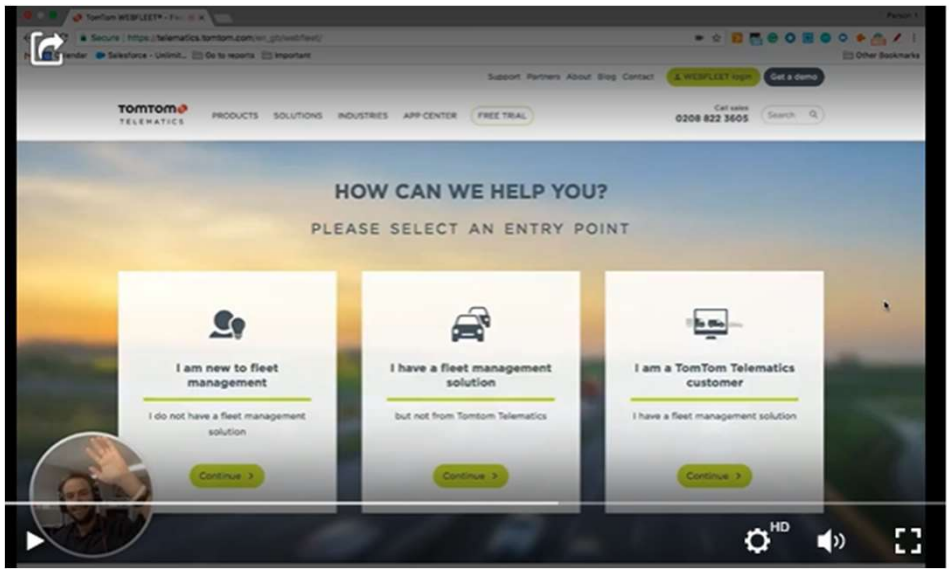
What is good personalization?

Hook	Position	Discover
Trigger events • "I noticed you downloaded an ebook on our site, typically, we …."	• **Target to a specific challenge** • "Typically, manufacturing companies I talk to…"	• **Make it simple** & easy for them to say talk! CPGT CI BT

Use Video
Example is Vidyard for Personalized Outreach

- Be Human!
- SMILE!
- SCRIPT!
- Make it really personal
- Keep it short < 90 seconds
- Offer to provide VALUE
- Forget perfection → Be natural
- Try at least 100 videos



Persistence

Tale of Two Sales Reps

Calls, Emails, Voicemails

Deals Created

Steve has higher activity than Kelly, but is creating far fewer deals. What's going on here?

The key is working the right leads to depth

- Steve's average # of touches is 2.2, Kelly's is 6.

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In 2007 it took an average of 3.68 cold call attempts to reach a prospect.

Today it takes 8 !

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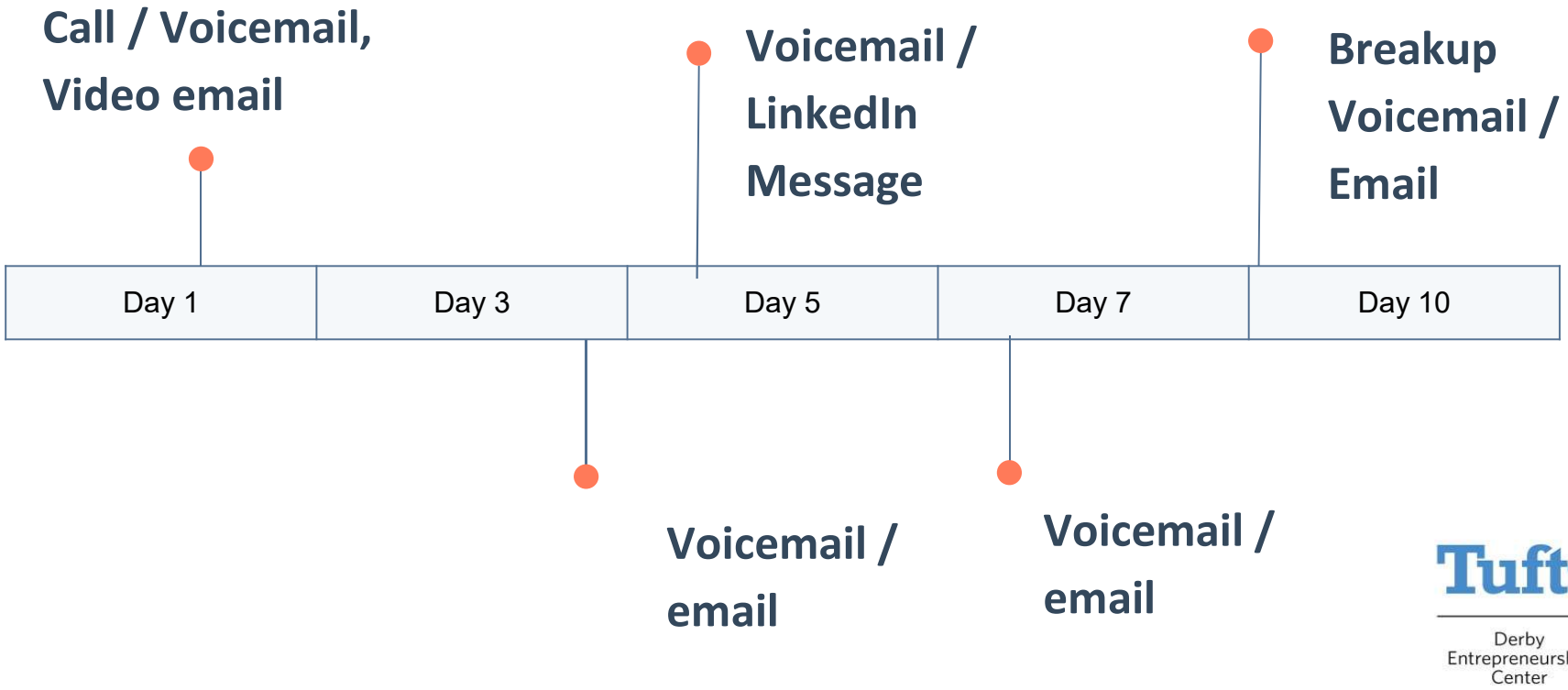
Prospecting Timeline



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Process-Tools-Technology-Metrics & People

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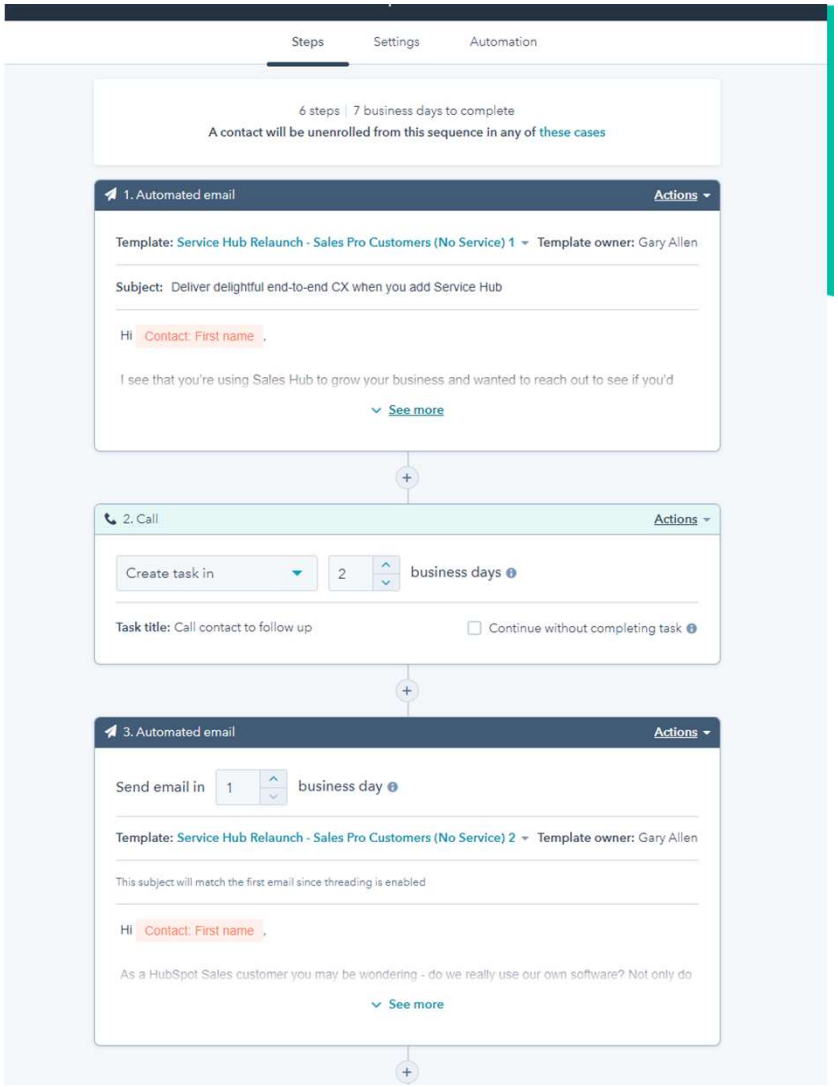
Our Sequences Using Hubspot

"One Source of Truth"

- Automate follow up across multiple channels
- Personalize emails before enrolling for higher engagement
- Automated call, task, and linkedin reminders to keep your cadence on track



Key Takeaways

Key Takeaways

1 Demonstrate Courage & Change!

- **Prioritize**
  - Define Personas & detail value propositions
  - Focus only on target accounts
  - Detail key contacts and focus on trigger events
- **Personalize to sell Value**
  - A Hook, a Positioning Statement, a CTA
  - Vary formats and meet your buyer where they live online
- **Persist**
  - 8 touches
  - Organize & automate outreach

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Courage!

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Thanks for having me!

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