



Sales Growth Made Easy

What is working in B2B Sales?



**Know the top 20 Trends Of B2B Sales That Is Critical For Your Sales
Success In 2022 & Beyond**

3 Major Trends

- Large Virtual Transactions
- Buyer Driven
- Change In Sales Method



Trend #1



97% of B2B buyers claim they will make a purchase in an end-to-end, digital self-serve model, with the vast majority very comfortable spending \$50K or more online.

McKinsey

Trend #2

Around 90% of B2B decision-makers **expect the remote and digital model to stick around** for the long run, and **3 in 4 believe the new model is as effective or more** so than before COVID-19 (for both existing customers and prospects)

McKinsey



Trend #3

70%+ of Interactions

with B2B suppliers' sales reps are already online

- McKinsey



Trend #4 & #5

30% Today

of B2B technology buyers already make initial **purchases** through a digital channel.

- *Forrester*

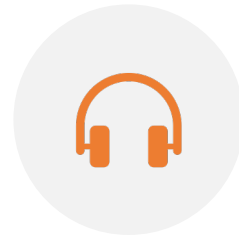
80% by 2025

of B2B **sales** will be online by 2025.

- *Gartner Future of Sales 2025 Report*



Trend #6 Top Skills For Digital Selling (LinkedIn)



ACTIVE
LISTENING



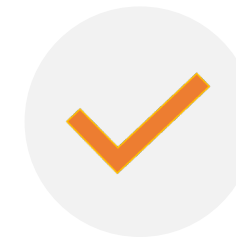
PROBLEM
SOLVING



VIDEO SALES



SOCIAL
SELLING



CONFIDENCE

Take Action

- Make it easy for buyers to purchase remotely
- Don't limit transaction size to online vs. in-person
- Train virtual selling skills



Trend #7

Buyers ranked immediate deal killers

1. Delivering **misleading info** about product, price, etc.
2. Not understanding **my company** and its needs
3. Not understanding **their own** product and service
4. Not understanding their **competitors**
5. Is affiliated with a brand I **don't trust**
6. **Cold calling** or emailing me repeatedly

Trend #8



Sellers say they “always” put **buyer first...**



of Buyers agree

- *LinkedIn*

Trend #9
Buyer
consider these
behaviours as
buyer first
(LinkedIn)

83% say, Staying actively engaged after the sale to ensure value delivery

83% say, Being completely transparent about pricing

83% say offering product tests, training, and trials

77% say aligning with the buyer's success metrics related to the purchase

74% say Recommending different products/companies if your product doesn't fit the buyer's needs

70% Providing free and easy access to product reviews and other content



Trend #10

65% of a company's business comes from existing customers

Increasing retention by **5%** increases profits by **25% to 95%**
- *Forbes*

Trend #11

Changing Individual Sales Metrics

2020

Individual Quota

Team Quota Met

Cust Satisfaction

Cust Retention

2021

Activity Quantity

Cust Satisfaction

Team Quota Met

Conversion Rate





Trend #12

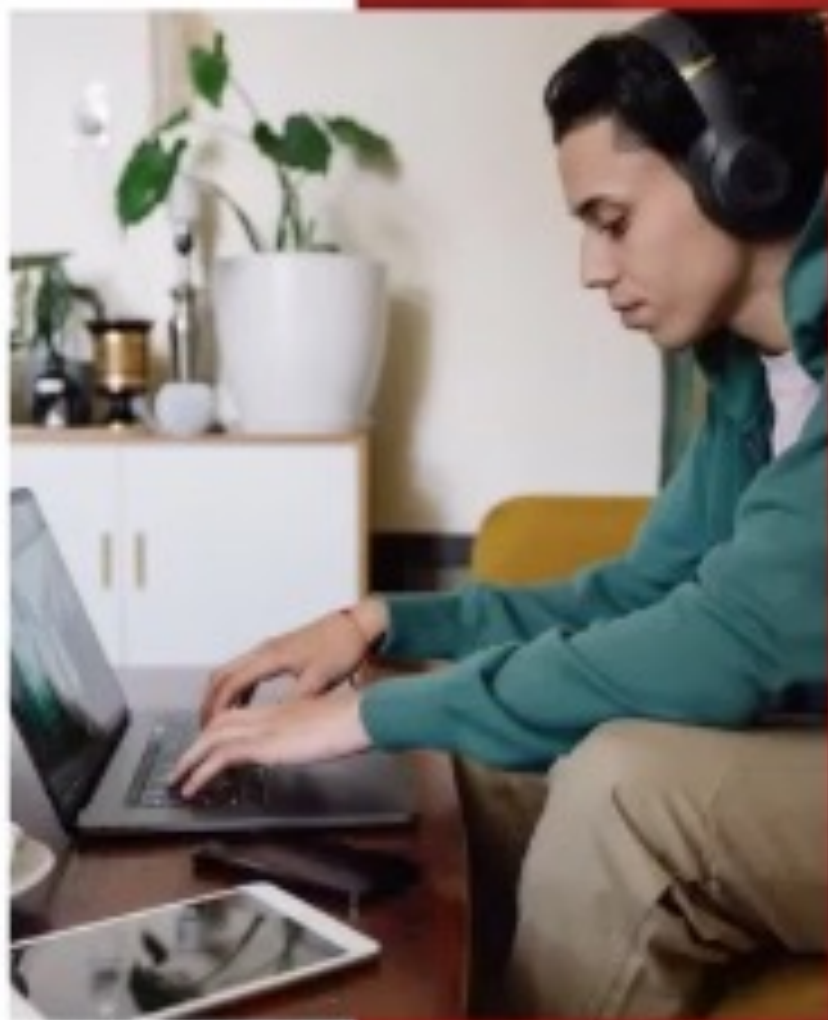
Expand, Share, & Comment More

51% will **write**
up to 40% will **share**
34% will **interact**

- *LinkedIn*

Take Action

- Write, comment, share
- Adjust metrics from individual to team
- Train for buyer-first virtual skill



Trend #13

“How effective is your new sales model at **reaching and serving** customers?”



“How effective is your new sales model in **acquiring new** customers?”

- *McKinsey*

Trend #14

52% Less

in-person/traditional go-to market strategy in sales.

41% more video conference

23% more online chat



--McKinsey

Trend #15

Video meetings are preferred over phone



79% when meeting others in the **company**

76% when meeting with **customers**

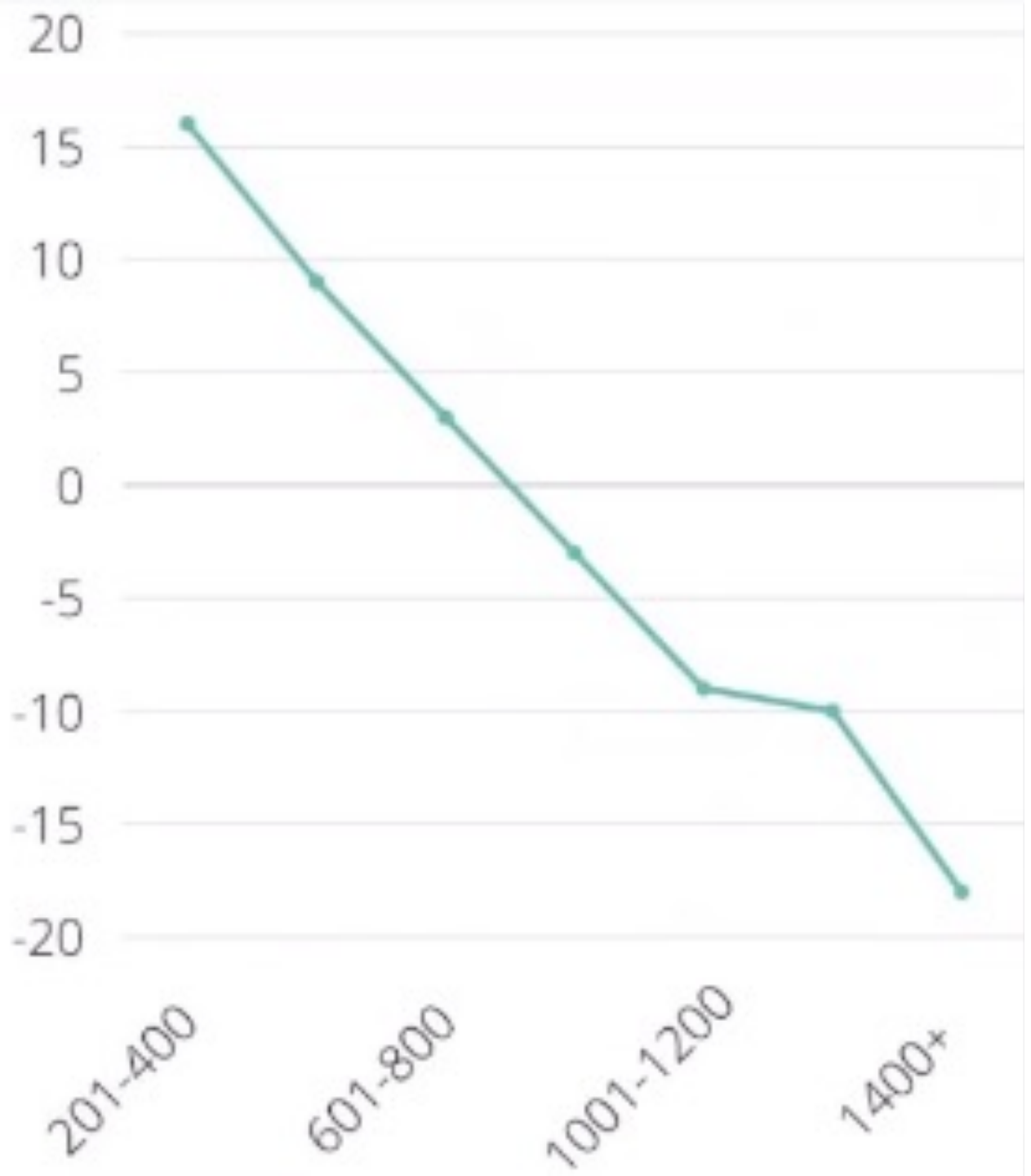
76% when meeting with **prospects**

77% when meeting with **vendors/supplies**

Trend #16

Response rates among LinkedIn inmail are dramatically impacted by the number of characters

- *LinkedIn*



Sellers have little opportunity to influence customer decisions.

Buyers like to spend only 17% of time with sellers

Distribution of buying groups' time by key buying activities



n = 750 B2B buyers
Source: Gartner
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Gartner.

Trend #18

The top 6 barriers to Buyer First



Lack of **right skillset** among existing sales talent



Emphasis on meeting **short term revenue goals**



Limited **budgets**



Limited commitment sales training



Inadequate coaching



Organization **Culture**

Trend #19

Sales technology helps the sales process build trust.

49% Sales intelligence Tool

47% Sales engagement Tools

48% Virtual collaboration

45% Sales planning

49% CRM

And a large portion of sales professionals say they plan to use these technologies “significantly more” in 2021: Source; LinkedIn

Trend #20 New Way Of Learning



Changes in online learning like nothing before with many previously reluctant participants quickly adapting to this learning medium with



Remote learning and online learning will continue to help salespeople and teams drive more and better sales.



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Worried About 2022 Sales Growth?

**GrowthAspire Offers Virtual Instructor Led
Training & Coaching To Succeed Your Sales Team
In Acquiring New Clients & Increase Sales
Conversions. Schedule a call now..**

Yes, I want to Speak

