

# PREPARE YOUR SALES TEAM FOR THE ROARING TWENTIES

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10 Trends for Professional Service  
Sales Success in the Next Decade





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FunnelAmplified

# FORWARD FROM OUR CEO

In 2010 I watched our business world go through massive changes. We experienced a global recession with major influence on our US economy. We saw 100 year old companies collapse, we witnessed huge drops in home values and experienced retirement savings reduced to pennies on the dollar. It was catastrophic in many ways.

It was also a time that we experienced huge advances in technology. Specifically, within my world as a marketer, we saw automation, internet-based search, email marketing and websites (to name a few) take over marketer's mindsets. The digital era grew wide and fast.

In 2010 I found myself unemployed and watching change unfold in front of my eyes.

Having previously owned a printing company and a marketing business where we spent over \$100k per month in direct mail we realized, companies were not printing nor mailing much anymore. They opted for less expensive modern tools like SEO, Landing Pages, Email and more. These new tools were working. Until they weren't!

I created this presentation because it's time to look ahead to the next era in marketing and sales IF we expect to be successful in the coming decade. Relationships will always win deals after the novelty of technology wears off.

Buyers now use technology to insulate themselves from unwanted sales pitches. They demand efficiency. They reward sellers who make it easy to make an informed decision, and reject sellers who do not. I created this guide to help you and your team be successful in the new Roaring 20's.

Here's to your success!

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# WHAT HAPPENED IN THE 2010S AND WHY IT NO LONGER WORKS FOR SALES SUCCESS

The Internet and a recession brought new technologies which created new systems. Companies needed to be more nimble, more efficient and they had to make their dollars work better, smarter and faster. Technology gave it to them. But, was it a good decision?

Companies moved to automation opportunities and digital lead generation systems. They used inbound marketing strategies, where a solid SEO strategy can fill landing pages with highly valuable target audiences (prospects). Landing pages offered free content, like ebooks, which automatically enrolled recipients into the company's email database. Then the fun began for prospects. An inbox full of daily sales messages and calls-to-action.

How have your customers and prospects responded to these methods in the past year?



# THE RISE OF THE RELATIONSHIP ERA (AGAIN!)

Does the “Chirp Chirp” of crickets sound about right?

Buyers are not responding to automation as they did earlier this decade. The novelty has worn off. Buyers who were once intrigued with free access to content are demanding better experiences IF you expect to get their attention and their business.

Buyers own their journey. Buyers have their own technology too. They use technology to limit how pesky sales people can access them. They also use technology to make sure they have easy, consistent access to their friends, influencers, trusted experts and valuable colleagues. What does this mean for sales reps?

You must be seen as a trusted expert to get their attention. To be known as a trusted expert, you must give trusted advice. Often. It may sound challenging. That’s because it is. But, it is highly valuable and profitable for those businesses and sales reps who are doing it well.

**SEO Era**

1990’s

**Email Era**

2000’s

**Inbound & Social Era**

2010’s

**Relationship Era**

NOW



BUYERS CONTROL  
THEIR JOURNEY!

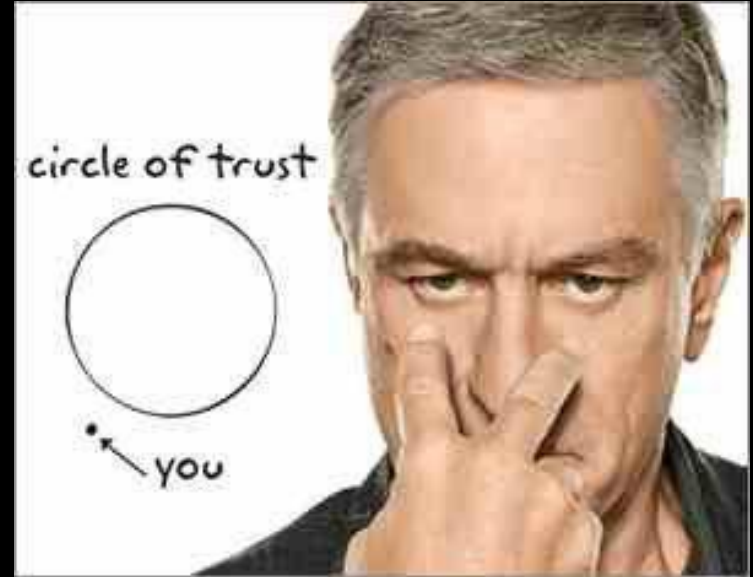
# INVITED INTO THE BUYERS CIRCLE OF TRUST

Buyers are at the center of their world (see graphic next page). Buyers are surrounded by people who they know, like and trust. Unknown sales reps and vendors sit on the outside looking in trying to get a buyer's attention. They have no influence. They have to fight to get into the buyer's inner circle who are those they trust.

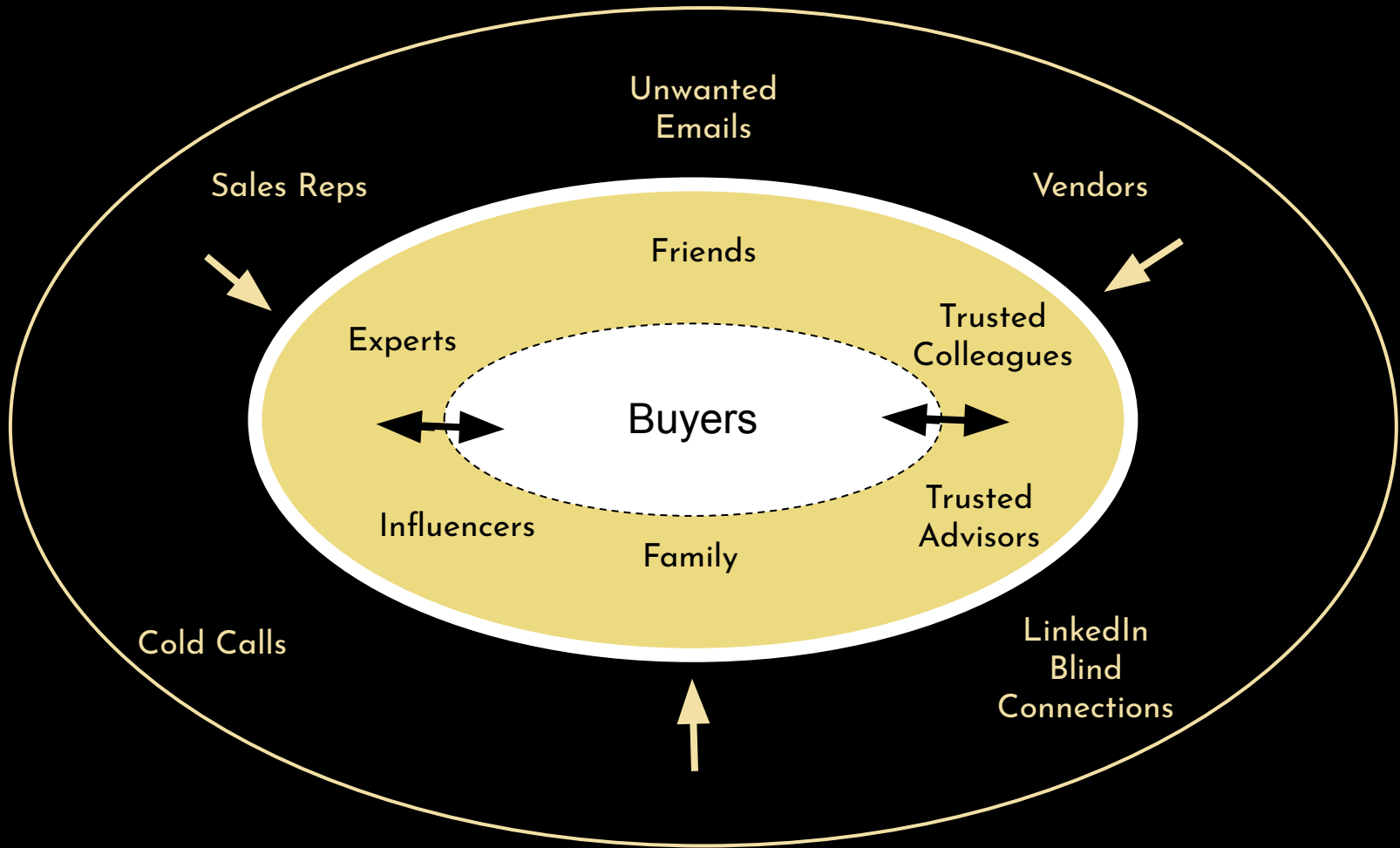
When it comes to purchases, buyers seek information from trusted sources. Sellers must be trusted sources!

The other day I had a call scheduled with a prospect. She started the conversation with, "I have been watching your social posts and videos and was wondering if..."

My consistent social posts, blog content and videos moved me into her circle of trust from My social posts communicated and started a relationship with her and I didn't even know (yet) that I was a trusted source for her. She never engaged. She just consumed my content. Now she trusts me!



[Universal Pictures](#)





10 TRENDS FOR PROFESSIONAL  
SERVICE SALES SUCCESS IN  
THE ROARING 20'S





# NO. 1

## A Move from Automation to Relationships

Relationships win deals. Nothing has changed. It just may happen differently than it had in the past.

There is still time and place for happy hour, golf and tickets to a local sporting event. Those are all still valuable and good for relationship building. But so is authentic content creation and engagements online.

Technology gives us the ability to connect with more people on a daily basis. Social media, private groups, community forums are all great opportunities to build relationship. However, most people have found these to be self-serving promotional posts rather than true, authentic relationship building.

When you use technology to build real relationships, you build real relationships with more people, faster.

**SEO Era**

1990's

**Email Era**

2000's

**Inbound & Social Era**

2010's

**Relationship Era**

NOW



## 90% of Buyers are Willing to Engage with Value-Adding Sellers Early in their Journey

Buyers are looking for value-adders. They reward people who add value to their lives and businesses. Go add high quality value to your prospects!

Content can be overwhelming to buyers. They are looking for help to make good decisions and look for Subject Matter Experts who can become Trusted Advisors.

Buyers want access to experts who they can trust to consistently bring insights and solutions. Buyers see them as invaluable influencers and welcome them into their networks. They are welcomed into the buyer's journey early and have the most influence. They also tend to win the most deals over their competition.



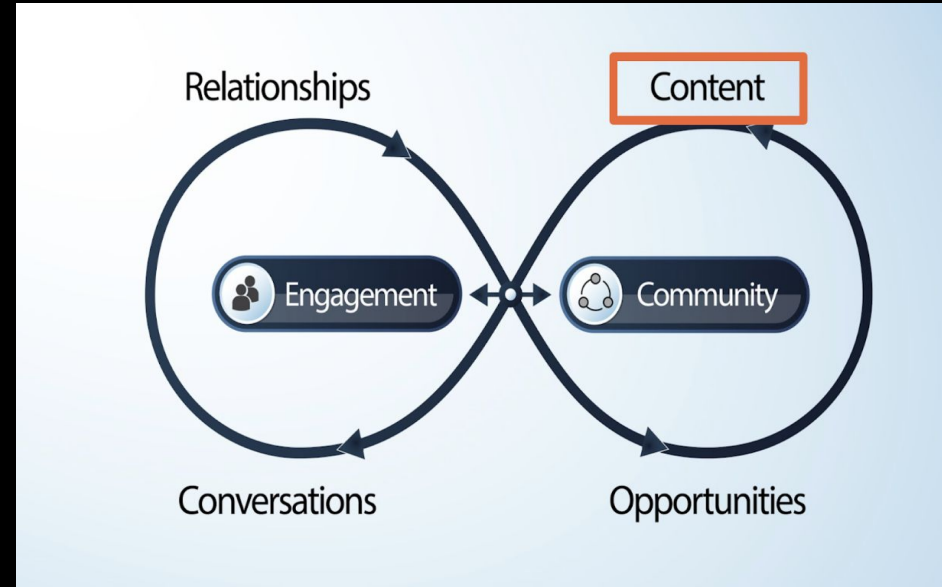
# 10. 3

## Sales Reps Must Do Marketing Activities to Stand Out in the Sales Crowds.

But, they don't have time to do it. Their companies need to help them!

- ❖ Published content leads to Conversations
- ❖ Conversations develop Relationships
- ❖ Relationships create Opportunities
- ❖ Opportunities lead to revenues

An engaging community builder will have more opportunities than their competitors. Consistent social posts that help educate and inform with quality content helps build relationships and builds the reps personal brand. Content helps individuals be top-of-mind and known as thought leaders and experts. Consistent content is a systematic way to expand influence and expand personal brand networks.



# NO. 4

## Traditional Selling PLUS Digital Selling = **Success!**

Digital selling activities in addition to traditional sales activities enhance success.

Digital Sellers are 90% more likely to meet or exceed quotas.

Digital Sellers have a 300% larger average deal size than non digital selling counterparts.



Source: 2018 SAP Digital Sales Survey

# 10.5

## Buyers Prefer Real-Time Sales and Conversation Tools to Engage Sellers

Customers expect to be served where they want to be served. If not, they simply move to a different vendor.

Sales reps need to be in the right channels where their customers are spending time. Sales reps need to be consistent and easily accessible.

Use technology for 24 hour access and immediate responses. Customers are impatient and flippant especially when it comes to professional services providers.

Chat Bots, Chat software, Social Messages via Pages, Messenger on websites and mobile apps for conversations are great examples of Real-Time Sales tools to help reduce friction in the seller-buyer relationship.





## Sales Skills Matter Now More than Ever. (Most sales reps don't believe this!)

Competition is high.  
Noise is high.  
Opportunities are harder to get.

Sales techniques are not just a nice to have. They are absolutely necessary for successful sales reps. Getting attention is tough. Once you have it, be prepared as a skilled sales professional to lead the sales conversations.

### CALL Method (as an example)

- ❖ Connect
- ❖ Ask
- ❖ Listen
- ❖ Link



# NO. 7

## Customers **Want Experts.** **Focus!**

- ❖ Position yourself as an expert by being focused on specific buyer types or verticals.
- ❖ Generalists will struggle because buyers won't believe they "fit" their needs. Buyers have so many options that they will keep looking until they find someone they believe meets their exact need.
- ❖ Experts will flourish with opportunities.





## Be Creative with Video

Video has been trending upwards for the past several years. Moving into the 20's simply using video or going LIVE is not enough to differentiate or check the box, "I do video marketing."

Educational content is getting shorter, snappier and serial in nature. "Audiences" want meaty information in bite size chunks.

Consistent with the movement to the Relationship Era, video will help build authentic relationships and human-to-human relationships.







## Influencer Marketing Goes Mainstream!

Working with others will become par for the course when it comes to digital marketing and demand generation.

You can't think of Influencer Marketing as obnoxious contestants from *The Bachelor* pushing energy drinks either. Consider it Collaborative Marketing and the key aspect is leveraging other people's networks to reach a wider audience for each other. It is definitely a big trend and it will unfold in podcasts, internet radio, live video and other highly engaging mediums.



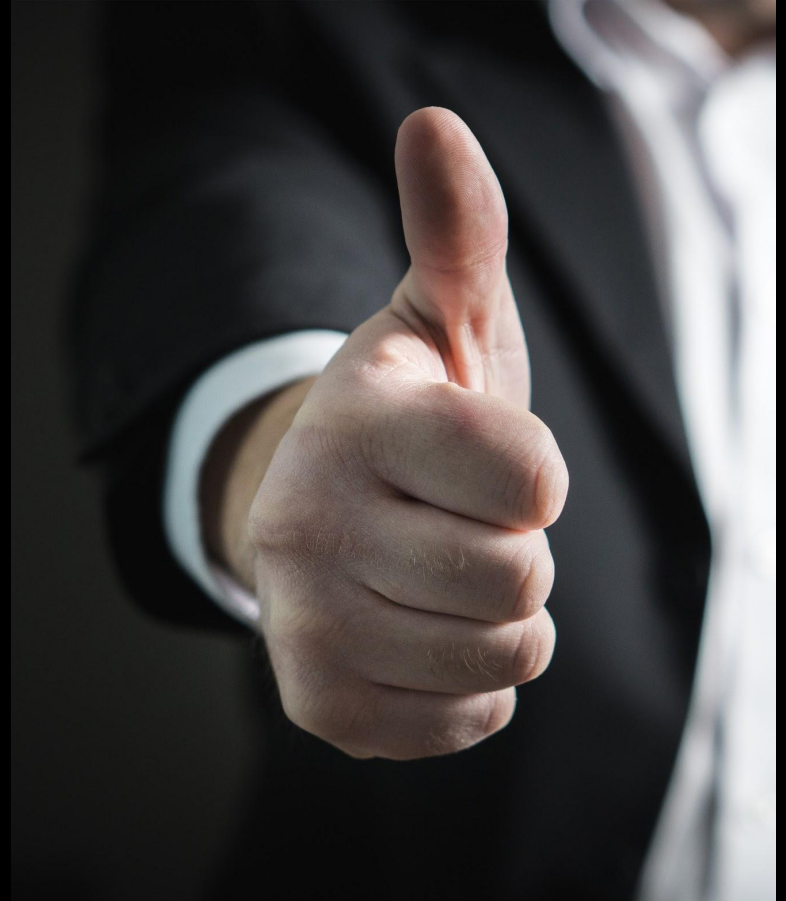
# NO. 10

## **Personal Brands + Company Brands = Amplified Success**

When relationships are important, personal brands are also important. Buyers want to know they are getting quality, reliable and trusted information. That means they need to know the character, reputation and experience of the person.

Personal brands are important because we are all digitally connected. It is easy for buyers quickly research and know about the sellers who contact them. Does your online brand and reputation scream, "I have experience and I know what I am doing" or does it say "I am just a sales person trying to make a buck."

**Your online brand communicates everything!**



# IT'S ALL ABOUT HOW YOU TREAT CUSTOMERS!

“A ton of marketing technology is sold today as the solution to delivering better customer experiences. Of course, martech doesn't automatically create great customer experiences any more than a food processor makes you a great chef.

It depends on how you wield technology and frankly, the most important elements of customer experience have nothing to do with technology at all. They have to do with the choice a company makes about how to treat its customers.”



SCOTT BRINKER

Chief Marketing Officer  
Technologist Blog

# TIME TO REFLECT

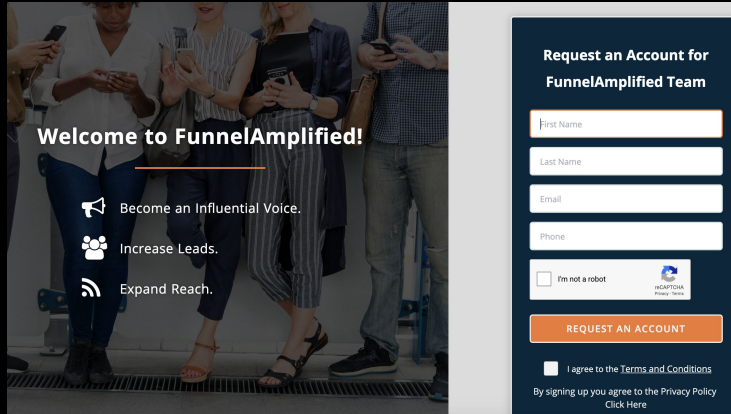
How are you preparing for new seasons in modern marketing? The buyer has changed. Buyers have control. They will only speak with sellers and vendors with whom they choose to speak. Will that be you and your team?

Sales reps need to employ daily marketing activities while not missing a beat with their sales, prospecting, relationship building and closing activities. Competition is fierce. Everyone is hungry. It's time to reflect and create new processes that leverage every post, every piece of content and every brand message.

**It's time to roar into the 20's!**



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- ❖ Content Amplification
- ❖ SEO Maximization
- ❖ Conversion Optimization
- ❖ Lead Generation
- ❖ Pipeline Acceleration

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