

HOW TO DRIVE EXCEPTIONAL CUSTOMER ENGAGEMENTS WITH AGILE SELLING

SAVO ita¹

TECHNOLOGY IS DISRUPTING THE SELLER/CUSTOMER RELATIONSHIP

Technology is moving like a hurricane, Category 5, hurtling through the B2B marketplace. This tech-shakeup means your products, competition, and the business environment is rapidly changing. And it's having a profound impact on the relationship between salespeople and the customers to which they're selling.

With these rapid advancements in technology, there is no longer such thing as a "typical customer journey." It's a more mobile, educated, and socially connected reality; the wealth of information and communication at the fingertips of tech-savvy consumers changes the whole selling game.

Today's buyer has evolved, which means it's time to revamp your sales process too. Unlike a linear sales process with defined steps and outcomes, the modern customer journey is more like whitewater rafting – with endless directions to paddle and bounds of rough waters to overcome.

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Today, a nimble and responsive sales operation is a near-requirement and unfortunately, most processes fail to take this into account.

Sales organizations generally implement a defined sales process that outlines expected actions and outcomes during each phase of a deal cycle. There's no doubt that a defined sales process helps align sellers around standardized procedures and gives insight to sales leadership. But most don't take into account that the average customer journey isn't neat and sequential – it's usually quite choppy.

THE MODERN CUSTOMER JOURNEY IS LONGER AND MORE COMPLEX THAN EVER

57% of the buying process is complete before a salesperson gets involved.

Today's customer has a wealth of information about your product at their fingertips. They've educated themselves

before you even know they exist. When customers finally engage, they don't want just the sales pitch. They want guidance from a trusted advisor.

There are now 6.8 stakeholders involved in the average deal, which is up from 5.4 just 18 months ago.

More stakeholders mean more opinions – and more gridlock. Every person that gets pulled into the deal brings their own agendas and priorities. This makes it tough for sellers to gain consensus, especially when it's not clear who the stakeholders are in the first place.

51% of B2B decision-makers are not willing to advocate for the purchase.

Despite increasing product awareness, customers are still reluctant to campaign internally for your product. This draws out the sales process further and makes it tough for sellers to bring deals across the finish line.

MEETING MODERN CUSTOMER REQUIREMENTS

Instead of helping customers navigate the ever-changing buying journey, salespeople are robotically checking off boxes to satisfy rigid sales process requirements. It's time to simplify the customer journey and ease the pains that come with making a B2B purchase.

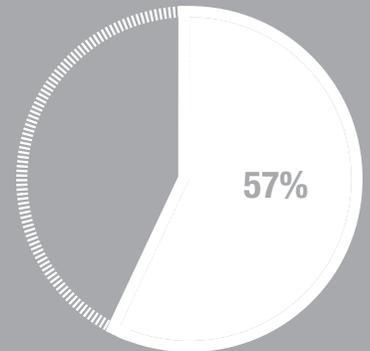
Consequently, rifts form between what customers need and the experience sellers are equipped to provide. And customers are pulling their hair out trying to navigate your buying process. The rigid sales formulae of the past are less equipped to adapt to a modern customer's needs and can even confound them with unnecessary complication. It's time to simplify the customer journey and ease the pains that come with making a B2B purchase.

To make this happen, you need to understand your customers' priorities and how they think about their business. Articulate how your product/service can solve customers' business pains. Provide guidance and expertise throughout the entire customer journey. It's their river – you're just the guide.

It's time to embrace an Agile Selling methodology.

THE MODERN CUSTOMER JOURNEY

Percent of the Buying Process Completed Before a Salesperson Gets Involved

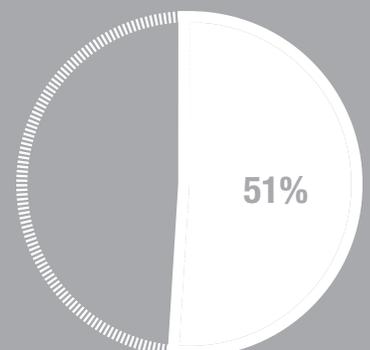


Stakeholders per Average Deal



Today
6.8

B2B Decision-Makers Not Willing to Advocate for Purchases



Source: CEB

A CRASH COURSE IN AGILE SELLING

You may have heard the term “agile” before – it is a common buzzword dev teams use to describe modern software development processes. An agile development process includes responsive planning, evolutionary modification, and spry response to the sudden surges of change in the marketplace. Buzzword or not, agile isn’t just for dev teams anymore – it can be applied across your organization and have a profound impact on customer-facing sales teams.

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Learning to assimilate new information quickly and pick up new skills on the fly is paramount to succeed in the contemporary B2B selling environments. Adopting an Agile Selling mindset allows salespeople to be nimble and responsive in a marketplace that is otherwise reactive.

HOW AGILE SELLING IMPROVES THE CUSTOMER JOURNEY

Agile Selling builds on a simple idea: every customer has unique needs and deserves a unique buying experience.

Unlike yesterday’s sales processes that put constraints on your sellers and customers, Agile Selling ensures that your sales process works in tandem with your customers’ purchasing processes. With your customers’ needs at the center of your strategy, you ensure a more seamless and meaningful client experience because salespeople are following the customer’s lead – not the other way around. With Agile Selling, salespeople are prepared

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They are better able to navigate choppy waters and guide customers successfully downstream. And most importantly, customers get the personalized, expert engagements they have come to expect.

BEGINNING YOUR AGILE EVOLUTION

The advances in technology in the marketing and sales process over the past several years have brought huge the benefits but also big challenges. Challenges that will undoubtedly impact your salespeople who need to be up-to-date on shifts in your products, competitive landscape, and the B2B marketplace.

Sellers who are given the right tools to recalibrate when customers take the sale in a new direction are most likely to succeed. Taken together and supported with the right infrastructure, Agile Selling can revolutionize your entire sales effort.

THE FUNDAMENTALS OF AGILE SELLING

1. Buyers are in the driver’s seat

Agile sellers are no longer focused on doing what Sales, Marketing, Product or Ops Leaders want them to do. Instead, they take their cues from the buyer.

2. Buyers view salespeople as valuable allies

Agile sellers differentiate themselves by providing the fastest and most relevant guidance, when and where buyers want to engage. They never waste a buyer’s precious time.

3. Progress is iterative

Rather than sporadic and long meetings, sellers work in tandem with the buyer’s purchasing process, thereby driving frequent and personalized engagements tailored to the buyer’s needs and their schedule.

4. Sellers are empowered to handle whatever comes next

Agile seller use tools and methodologies that enable them to collaborate with many stakeholders and respond in the moment to fast-changing situations.

5. Buyers and sellers work together on the same team

Agile Selling recognizes that, in the end, buyers and sellers share the same objective: to solve the buyer’s business problem and get the deal done.

GET STARTED WITH AGILE SELLING

Want your sales team to be educated, flexible, and ready in-the-moment? SAVO is here to support your Agile Selling evolution! SAVO’s sales enablement platform connects salespeople to the most relevant and up-to-date content and coaching. With SAVO, your salespeople are ready for every sales engagement – every time.

ADDITIONAL RESOURCES

Access SAVO’s [Agile Selling Resource Page](#) or [Schedule Time](#) to speak with a SAVO rep.