CONVIN

How to Sell Faster in 2022?

Sell faster in 2022 with 10 comprehensive yet straightforward sales best practices.

Introduction

We went from “See you in Boston next week” to “See you in the Zoom call in 30 minutes.”

As 2021 comes to an end, we turn back and see how things changed with the advent of Covid-19. The period of uncertainty, economic crisis, and health emergency altered the trajectory of uncountable families and several businesses.

Businesses noticed Consumer-vendor relationships either deepening or crumbling dramatically. Several brands reported:

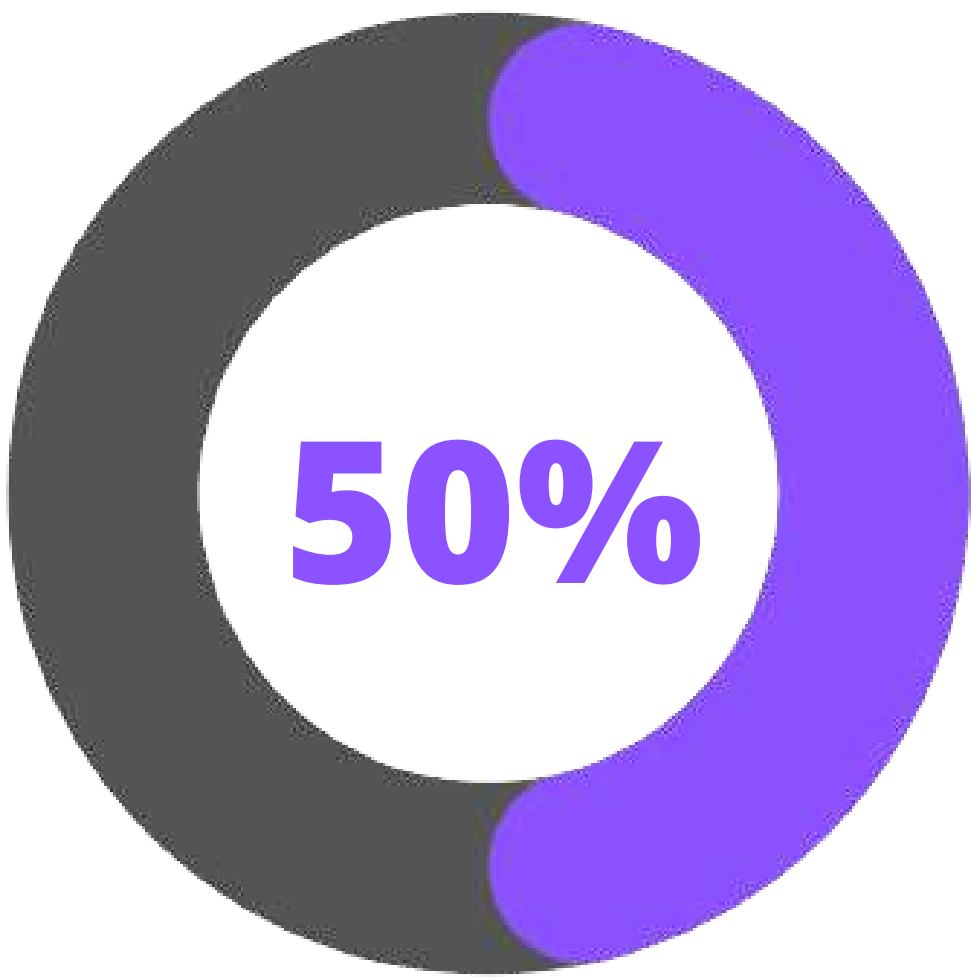
- **Shaking brand loyalty,**
- **Remote and e-commerce businesses making it big,**
- **Omnichannel purchasing gaining popularity,**
- **Surprising focus on health products,**
- **Buyer-first behaviors taking precedence,**
- **Automation sales technology creating a mark,**

and several other trends taking birth during the past two years.

If you look closely, two things changed drastically for the sales fraternity in the last 2 years.

Buyer behaviour and preference

According to **The LinkedIn State of Sales Report 2021**, Buyers aren't upset with the new reality. 50 percent of Buyers were found saying that remotely purchasing is easier and more convenient in many cases. Also, **McKinsey reports** that 85 percent of prospects prefer virtual meetings over offline meetings.



Of buyers say **working remotely** has made the purchasing process easier.

Source: The LinkedIn State of Sales Report 2021

Sales landscape and motivation

Unexpectedly, sales organizations are conducting more online sales meetings, around a 163 percent increase in the volume of sellers performing more than half of their sales activities virtually from pre-pandemic time. This shift was reported by the **RAIN group** and considered a dramatic one in a short time. In other studies published by firms like **Bain and McKinsey**, the prediction is crystal clear, despite face-to-face sales being a possibility, virtual selling will become the new normal, and it's here to stay.

One fourth of companies saw their sales fall **50%**

On average sales dropped **27%**

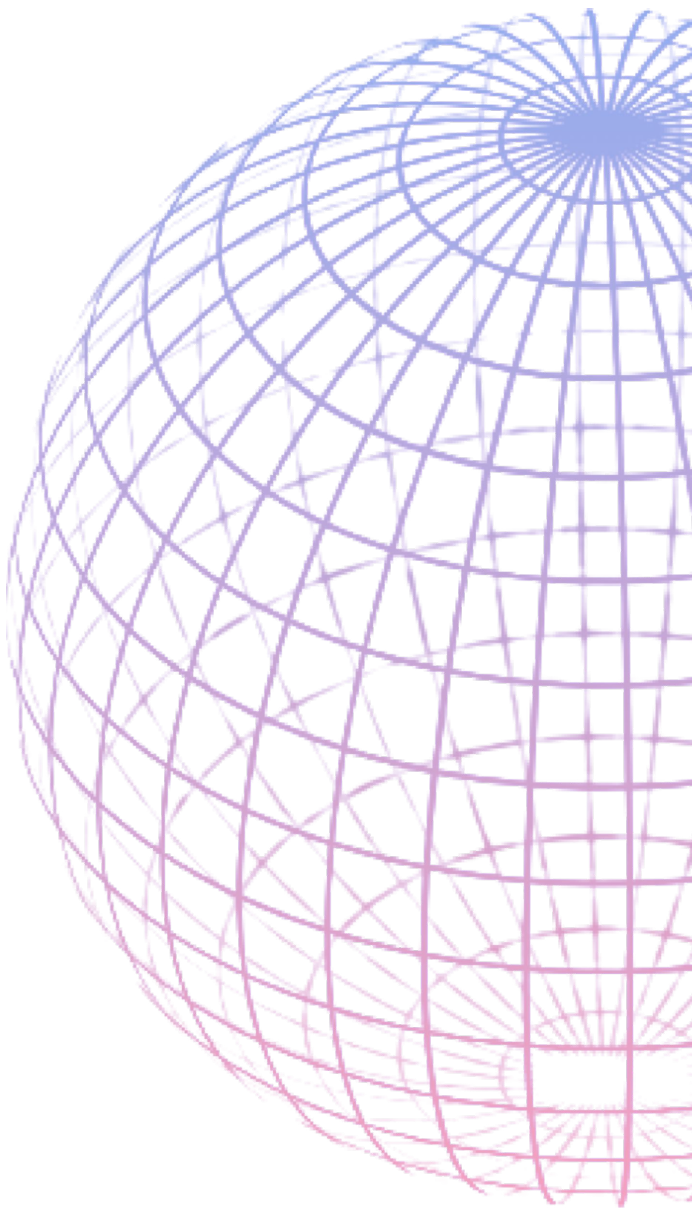
(In october 2020-January 2020 from pre-COVID levels)

Source: The World Bank

Given the changes happening in the sales and consumers world due to the pandemic, declining sales numbers, and ever-increasing pressure on the sales team was evident.

While salespeople in the staples and hygiene products were overwhelmed with panic-buying, sales in the non-critical industries such as hospitality, real estate, and entertainment saw a major dip and crisis.

Dipping sales and exponential growth were just the tip of the iceberg. The real issues were neither highlighted nor discussed in length. Let's start with understanding the underlying issues.

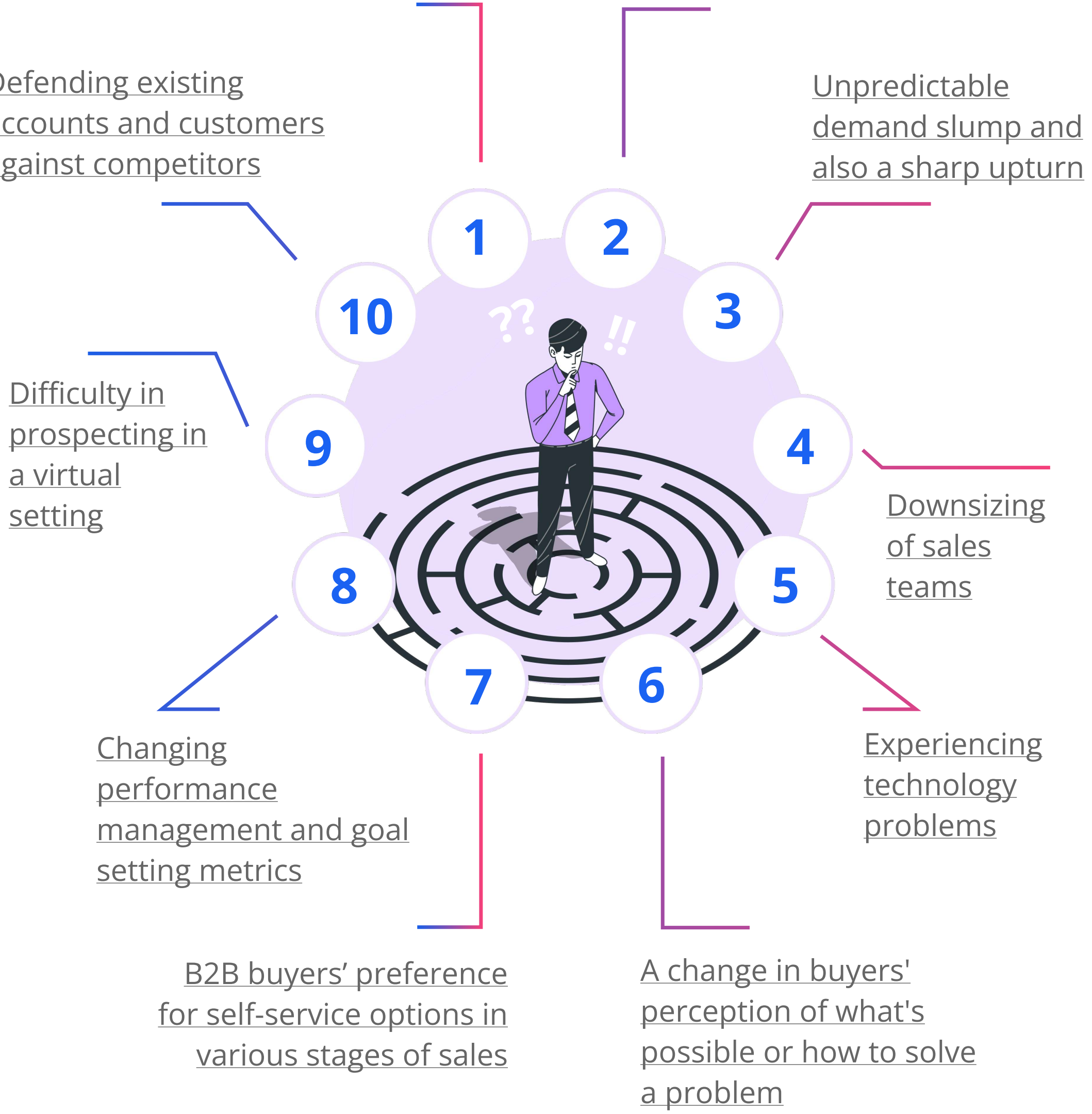


The Challenges

Sales teams into survival mode

Virtually engaging buyers and capturing their attention.

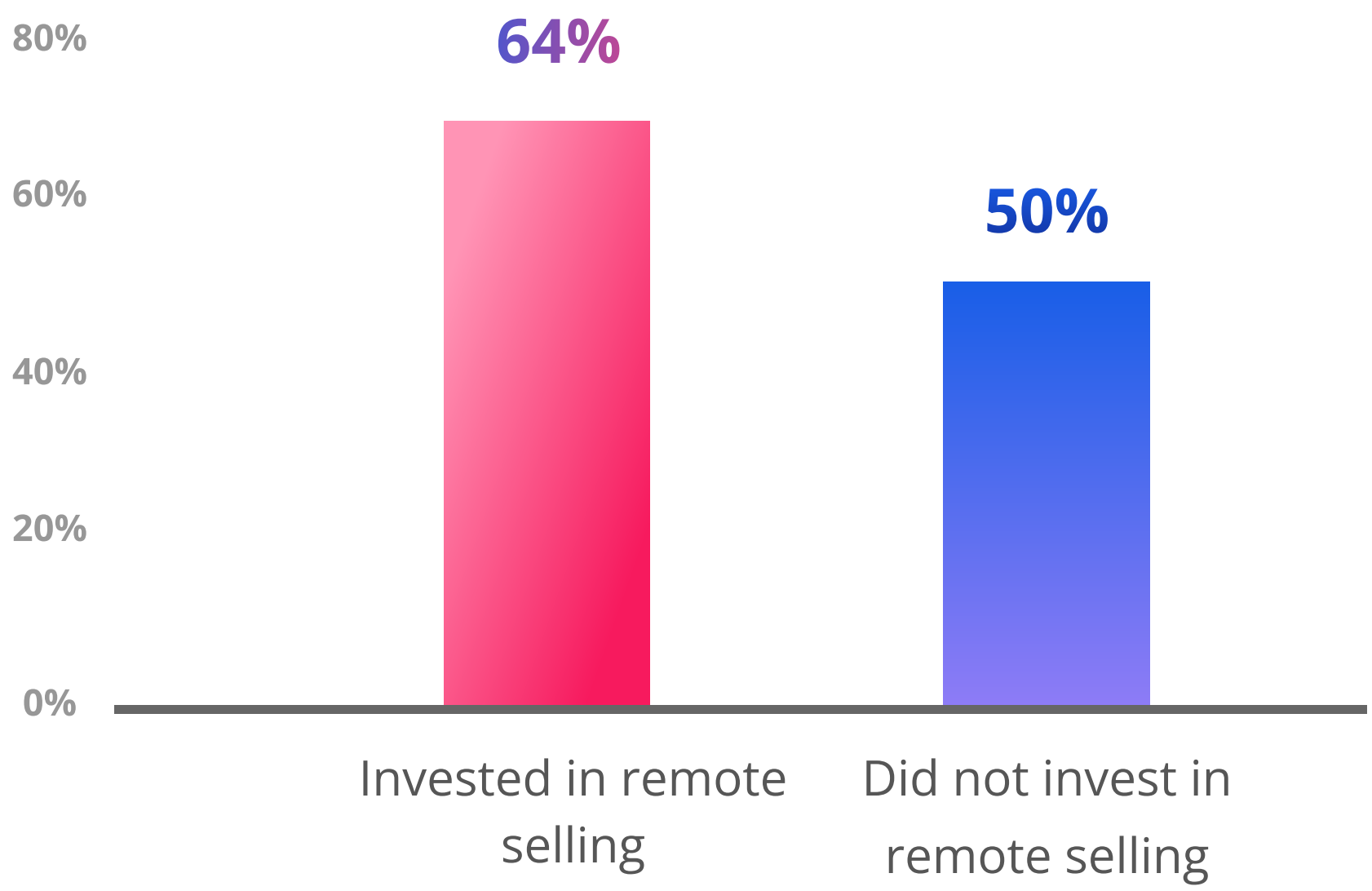
Developing relationships with buyers virtually



As they say, fortune often favors the brave, and remote selling proved to be a profitable venture for those who took the plunge.

According to **HubSpot's 2021 Sales Enablement Report**, sales leaders who invested in remote sales noticed a return. The remote sellers who met or exceeded their revenue targets were 64 percent, while those who didn't were just 50 percent.

How sales teams performed against sales target this year?



Source: HubSpot's 2021 Sales Enablement Report

This means the chances of closing deals faster and better have improved. But how did that happen?

Sales experts worldwide developed and honed a few sales strategies that resulted in mind-blowing business outcomes. After a few interviews and internal discussions, here's a compilation of 10 such sales best practices that can move the needle in 2022 and help you sell faster.

How to Sell Faster in 2022?

1. How to **Master Virtual Selling?**
   Become an expert at sales technology and collab tools.

2. How to build the **Challenger Mindset?**
   Don't be afraid to ask the prospect to commit to the next steps.

3 How would you **Motivate Buyers?**

Be an influencer or find the influencer.

4 How **Aggressive Social Selling and Follow-Up** work?

Stay on top of prospects' mind

5 Are you focusing on **Self-Coaching and Self-Development?**

Start selling yourself before you can sell your product.

6 Have you ascertained **what to sell the buyer?**

Sell a result, certainty, and a future.

7 How important is **Social Proof** for the buyer?

Win trust and confidence with success stories

8 Are you **handling the Right Objections** at the right time?

Handle objections before they appear.

9 Are you **Offering Customer Service** to your prospects?

Treat your prospect like the customer.

10 Where are you receiving your **Sales Intel** from?

Look for opportunities to upsell.

The B2B sales world is increasingly changing to a privacy-friendly relationship-driven environment where people expect you to no longer “sell" to them but create a win-win situation with them. Stop “selling" and focus on bringing your solution to people who actually need it.

- Julien Winkel

How do you sell faster in a virtual selling landscape?

Master Virtual Selling

Stop shoehorning your way to the traditional face-to-face model of selling. Because like it or not, the majority of the

- Have shorter and simpler solutions
- Don't lose focus on your ICP(Ideal customer profile)
- Shorten the ROI time.
- Limit solution options, not the time to offer a buffet.
- Use multiple touchpoints to connect with the prospect.
- Improve sales call quality and check your virtual sales tools
- Invest in sales enablement tools.

companies indicate shifting to an online model of doing business or a hybrid one. In fact, 19 to 46 percent of corporate travel could be gone permanently, reports McKinsey.

In the wake of the ongoing pandemic, McKinsey found that 3 out of 4 respondents felt digital sales methods had become more effective than traditional sales methods.

There's no going back from here. A way easier method is to accept the new sales environment and improvise conventional sales practices.

If you accept and strive to sell remotely, Gartner says virtual sellers outperform traditional sellers by far; they realize up to 80 percent more leads and opportunities.

The Challenger Mindset

With so many changes and uncertainties making rounds, prospects often seek help from the sellers for guidance. You must know then, how you sell

How do you sell faster with a challenger mindset?

will play a far critical role than what you sell.

And that's precisely when sales associates need to disguise themselves as the challenger seller- one who can teach, tailor and control the prospect.

Following the best practices stated by Mathew Dixon and Brent Dixon in their book The Challenger Sales, you'll realize that challengers don't change their plans or disappear when uncertain times strike.

If you slightly agree that sales in the new normal are a highly complex sales situation, then you'll be happy to learn that the challengers have shown 50 percent above star performers in complex sales.

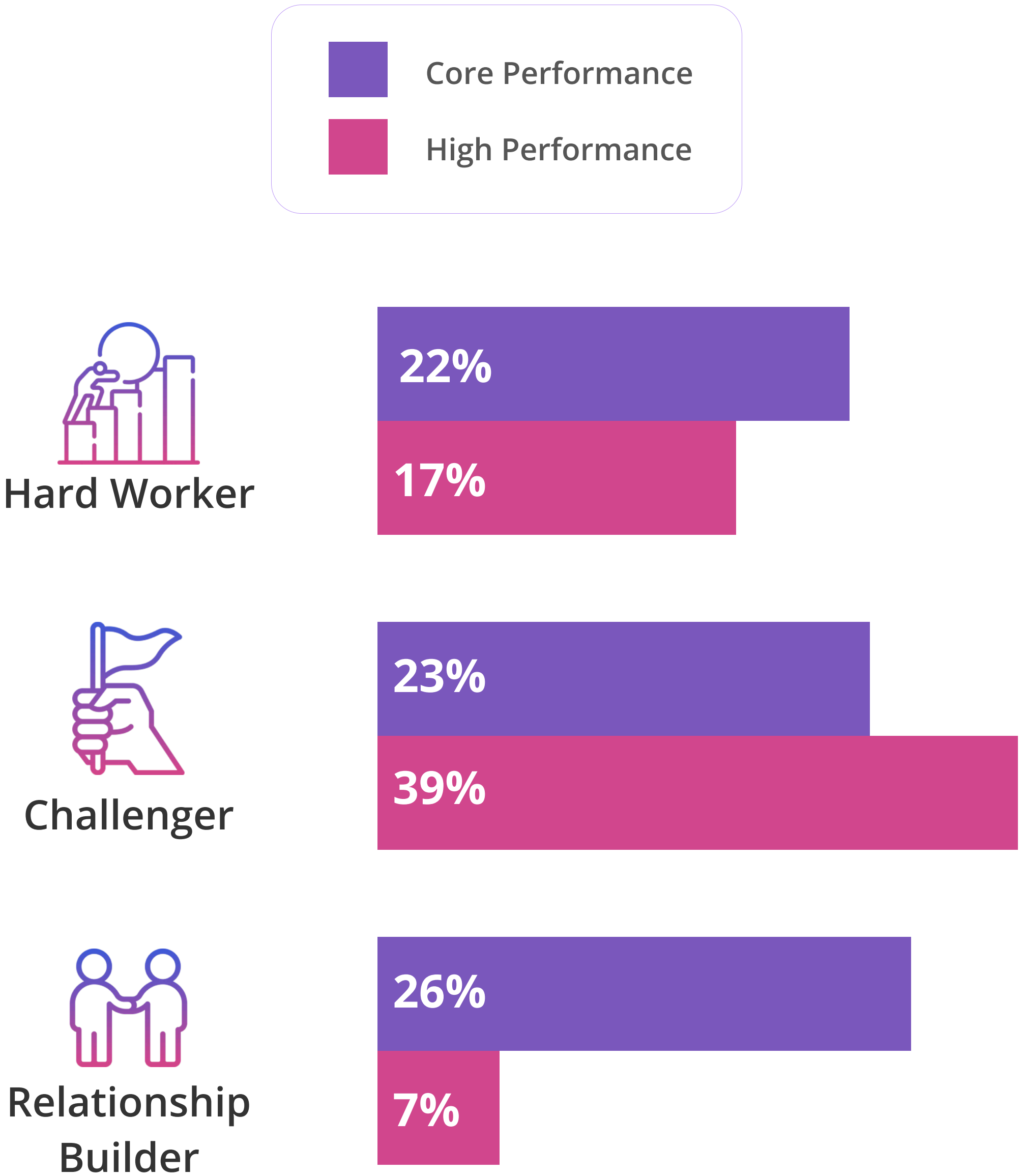
- Offer a unique perspective to the prospect.
- Build 2-way communication skills
- Don't settle but push the customer for better
- Pressure the customer wherever needed
- Research and understand individual customer drivers and economic drivers.
- Start getting comfortable discussing money.
- Learn to break down complex issues into simpler solutions.
- Challenge senior management and bring a fresh perspective.

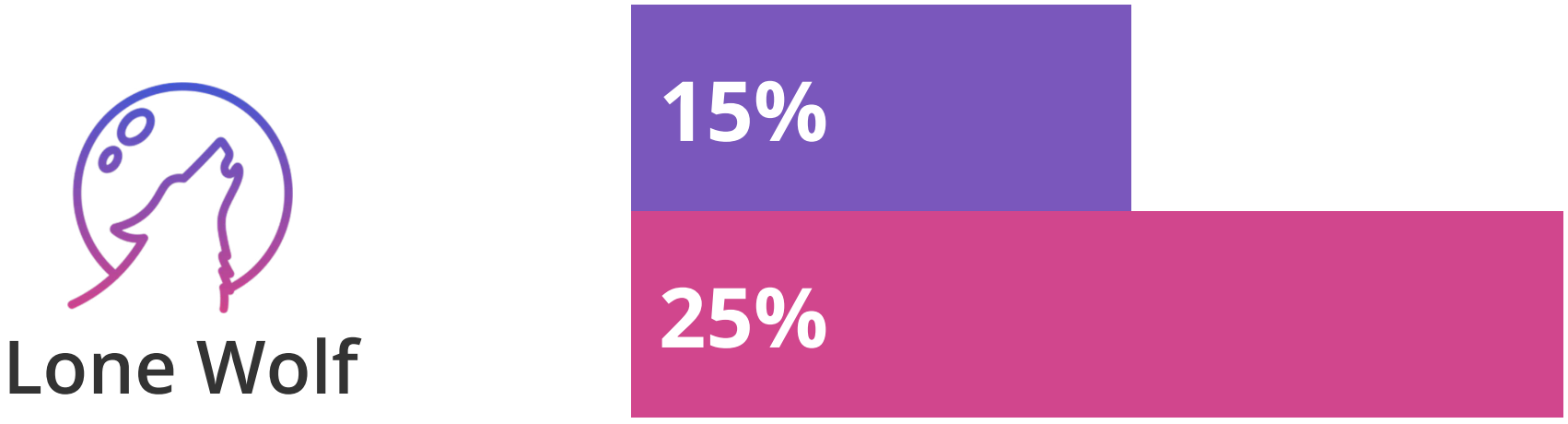
Challengers work head-on in adversities and face upstreams much better than other sales profiles.

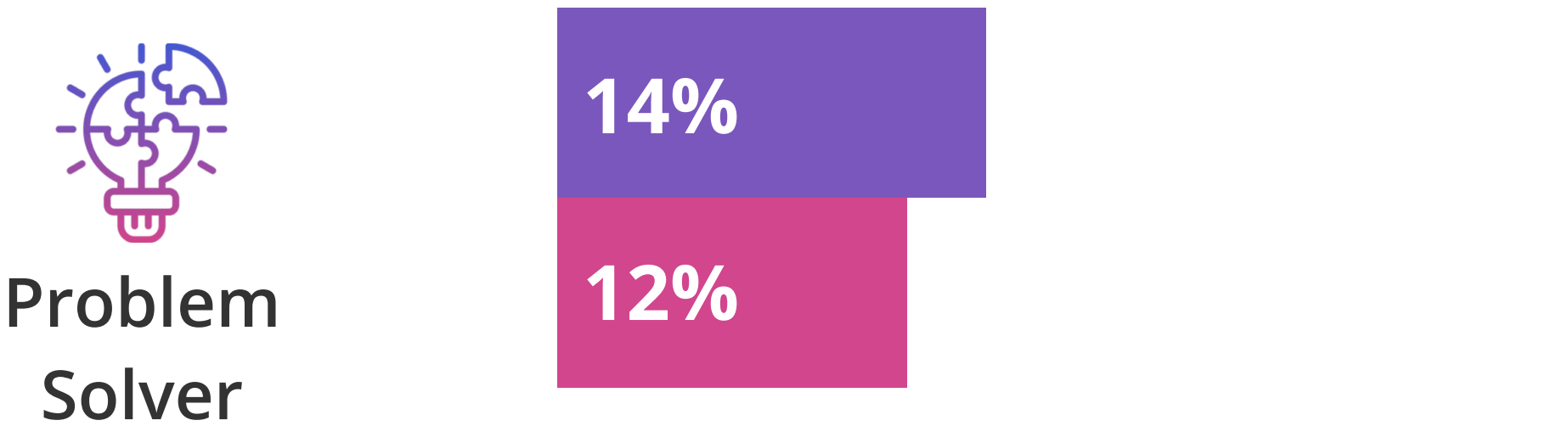
One of the best ways to get someone to move to your product is to make them hate their current situation. When you get a prospect emotional about their problem and upset about what they're going through, then you can be the hero showing them the solution to cure their ills.

- Matt Wolach

Percentage of Core versus High performers Per Profile







Source: Gartner

How do you sell faster with the help of an influencer?

- Create visibility online.
- Build meaningful content for your audience.
- Be consistent in your online effort.
- Respond to your followers and people in your network.

The Influencer Theory

Products and brands don't get sold without a human face. Even Apple products had Steve Jobs to represent its magnificence.

When faced with a crisis, you may not listen to everyone but those you trust. Your choice of a simple item such as a hand sanitizer may differ if the person you follow on LinkedIn uses it.

Neil Patel describes the importance of the Influencer perfectly. He says, " Becoming

- Network with other influencers.
- Spend time to leave free feedbacks and suggestions.
- Identify your area of expertise and be passionate about it.
- Read and keep yourself up-to-date in your field.
- Join groups and communities.

popular shouldn't be your goal, because you must strive to be an influencer. The process is a little time-consuming but worth trying."

Influencers are not heard; they are trusted. Such credibility is earned over time, and they own the ability to drive the market, however, complex it is.

2022 is around the corner, but if you start now, you can either find or become an influencer.

Follow-up and Social Selling Plan

Staying on top of the mind of your prospect is a huge challenge. Astonishing as it may sound, but $136.8 billion is lost by U.S. companies per year due to avoidable consumer switching, reports CallMiner.

And this number is skyrocketing, with virtual selling picking up pace. Defending existing customers is getting more challenging by the day.

Every competitor has access to customer data, and accessing the customer online is a matter of few minutes. Hence

How do you sell faster with aggressive follow-up and social selling practices?

- Invest in land and expand sales strategy (even if the deal size is small).
- Follow-up on different channels and more than twice.
- Don't sell. Educate the customer.
- Stay in touch with decision-makers at all times.
- Make a habit of constantly customer retention is extremely important to expand your business with existing accounts.

SmallBizGenius states, almost 82 percent of companies agree that retaining customers is cheaper than acquiring new ones.

collaborating with all stakeholders, even internal.

- Track and respond to customers' change drivers.
- Work on your social media profile, especially Linkedin.
- Celebrate customer wins and success stories.
- Engage customers in events and communities.

Take it for granted, holding onto and nurturing your current prospects and existing customers will need aggressive follow-up and social selling practices.

True social selling is just a core part of selling – it's using every tool and resource available to create, nurture and establish relationships that lead to genuine partnership. Digital tools give us an unprecedented ability to stay top of mind with prospects and clients. The real question is, are you, as a seller, willing to do what it takes to optimize the quality, quantity, and consistency of your outreach? These are the controllable you can control that determine your success.

- Carson Heady.

How do you become an influencer to sell faster?

Self-Coaching and Self-Development

Who would you choose? A sales guy full of energy,

- Invest in coaching and sales coaching and enablement tools.
- Encourage self-diagnosis and self-reflection activities.
- Learn and encourage storytelling
- Work on personality building activities
- Invest quality time on social media.
- Stay on top of overarching trends and customer problems.
- Ask meaningful questions.
- Focus on educating customers rather than selling a product.
- Learn empathy (especially in today's time)
- Have a challenger mindset with a pinch of social selling skillset.

sounding enthusiastic about the meeting, or a sales guy straight out of bed, with no energy but both selling the same product.

The answer is clear and expected. Product matters, but selling yourself before selling the product is critical.

Neil Patel gives a unique perspective to this theory. He says the sales rep is a product and a product needs to sell its value to the audience. Until the sales executive doesn't sell itself, selling the real product or service will be next to impossible.

Good sales representatives are mandatory, but unless you nurture and develop their skillsets, customers will not consider them worth working for and will switch to better competition.

Sell a Future and a Result

Interesting research conducted by Harvard Business School professor

How do you sell faster with selling a future and an outcome?

Clayton Christensen on milkshake sales states that companies need to move from product selling to what job can get done selling. Because purpose and benefit defeat product features.

Your customers may not be interested in your brand or the product. The prospect is more interested in learning how to solve a problem, what results you can offer, and how to help the customers visualize certainty.

Especially in a time of turmoil, product features are the least of a buyer's concerns. More than anything, the buyer will look for benefits and solutions in your sales package.

- Ask questions to understand needs.
- Be concerned about short-term needs first.
- Marketing content must highlight benefits first and then product features.
- Product features must match with prospect needs. Remove options.
- Highlight the strongest benefits first.
- Tailor your sales pitch as per the customer's requested benefits and job-to-be-done.
- Reinforce and resell the product benefits by asking for quick feedback in the end.
- Sound optimistic and act as a consultant.

Product features are secondary but come at a later stage of discussion. Hence, focus on benefits first.

> ***Selling faster in the new normal is about helping prospects with their immediate***

needs, not yours. Even if those needs don't fit in your current sales paradigm. Discover the big problem you can solve in a large market where you already have trusted relationships today? What core offerings do you do really well right now where you can extend and/or adapt? Creative problem solving is the new normal for the successful seller in 2022.

- Sean Sheppard

How do you sell faster by building social proof?

- Show social proof in the beginning. Don't leave it for the last.
- Add maximum client data on the website homepage.
- Focus on case studies and video testimonials.
- Track customers' business results and share the numbers with the prospect without disclosing their names.
- Keep a few clients' ready for reference calls.
- Make your content data more realistic by adding stats from client data.
- Personalize and add value to your collaterals.

Build Social Proof

When we talk about selling a future, an outcome, we don't want to miss the point that prospects are also searching for evidence that resonates with their current condition.

According to Hubspot, social proof demonstrates to potential customers that buying your product is a safe decision, and taking the purchasing action is risk-averse.

In the US, 82 percent of Americans reach out to family, friends, and acquaintances for recommendations before a purchase. Social proofs like testimonials, customer success stories, reviews, etc., play a major role in decision making and getting more sales.

Social proof is the easiest way to win prospects' confidence and trust. Focus more on real examples executed in the past or currently in progress.

Objection Handling

Speed will be an important parameter for sales closure. But deal closure getting delayed due to client calls is unacceptable and can cost you the client.

Considering objection handling is unavoidable and delays closure time, handling common objections before they appear in the sales cycle is wise.

You can't dodge objection handling completely. Instead, prepare for objections bound to appear in a client call.

Inevitably, 4-5 common objections will make their way into all client calls. Preparing for the common objections and that too at the beginning of the sales cycle is the best way to handle it.

How do you sell faster by handling objections?

- Empathize with the prospect and make them comfortable.
- Don't entertain surface-level issues. Clarify the core problem.
- Practice active listening to understand objections better and go deeper
- Eliminate objections at the front end.
- Be proactive and prepare well for the common objections.
- Avoid arguing and defending your product and brand.
- Don't sound worried and underconfident, have a winning mindset.

Marcus Chan found himself dealing with objections like a storm. He's the founder of Venli Consulting Group, a Salesforce Top Influencer, and also a renowned sales coach now.

The tips we present here are shared by Marcus from his sales experience on the Sales Gambit podcast.

> *As we enter 2022, decision-makers inboxes will be full of generic and cold emails. Your ability to stand out amidst the competition and from the dozens of other reps is based on your ability to capture their attention.*
>
> *Take out the time to do what most reps are unwilling to do. Instead of just sending a cold LinkedIn message, thoughtfully comment and engage on the prospect's last post first. These little extra efforts take a little more time, but they will move the needle faster*
>
> *- Marcus chan*

How do you sell faster with the power of sales insights?

Power of Insights and Analytics

Millennials are a generation born between 1982 and 2000 and make up for 26 percent of the world's population or higher, making them the most educated

- Integrate your CRM tool with other sales tech stack tools.
- Invest in automatic call notes and transcription software to avoid errors and duplicate notes.
- Use of alerts and indicators to receive alarms at the right time.
- Act on sales insights within 24 hours of receiving.
- Invest in a team that looks after sales insights and analytics.
- Improvise sales metrics and compensation parameters to motivate sellers in the new normal.
- Make data and insights transparent within sales teams.

generation in history. Their product preferences are specific and tailored. If you don't give at least a glimpse of the results they expect, they won't allow a fancy copy to sway their human brain function.

If you want to market successfully to this group of consumers, then you need that kind of data from analytics tools.

A sales analytics tool is highly effective in all scopes, from searching for up-sell and cross-sell opportunities to raising alerts and risks.

Linkedin clearly states, thanks to virtual selling, you have more accurate data prospects, their challenges, and touching moments.

The selling game gets even better when sales associates track their response time after receiving actionable sales insights.

Offer Customer Service to Prospects

What do you do when prospects have a question or

How do you sell faster by offering customer insights?

need a little more understanding on the same subject? How do you respond? How quickly does your sales team cater to the prospect? Is someone making a little more effort in converting the answer into a presentation?

Treating a prospect like a customer may not close sales deals soon but builds credibility and trust for future opportunities. Because according to Hubspot- 80 percent of consumers say a poor experience has made them stop doing business with a company.

Customer service is a 2-way street. You offer your service now and receive business in the future.

- Respond to all queries quickly.
- Ensure availability and accessibility.
- Present precise contact details.
- Offer customer support for the trial period.
- Avoid bots and introduce real people in chats.
- Give access to self-service portals.
- Offer remarkable customer service to existing customers as well.
- Share relevant and filtered information.
- Make a list of items offered as complementary and free-of-cost.
- Don’t risk sending too many promotional emails.
- Keep checking the prospect’s decision status.

Microsoft states, “69 percent of U.S. consumers say customer service is vital when it comes to their loyalty to a brand.” This means the psychology behind customer service is the same in the case of prospects.

Another critical point to note in customer service is committing less initially and offering more. The feeling of receiving more than expected can give a quick push to the buyer’s journey.

If you want to rely only on a software solution to get new clients, then you might as well stop wasting your money and time. If you're going to engage with customers, you need to find a way to interact with them, get to know them and their world, and really provide a benefit no one else made an effort to produce for them.

- Keith Brooks

Consumers are impatient

Speed is everything to today's buyers, and patience wears out at 10 minutes

82%
of consumers rate an "immediate" response as important or very important when they have a marketing or sales question.

90%
of consumers rate an "immediate" response as important or very important when they have a customer service question.

Percentage of consumers who define "immediate" as 10 minutes or less, by their stage in the customer journey.

Source: HubSpot Research Consumer Support Surevy, Q2 2018

Conclusion

Only your attitude will drive results

Customer demand and external environmental factors are not in your control. While these factors remain dynamic, the salesperson's attitude during the unprecedented times is the only static.

Combining these six traits with the 10 best sales practices accelerates your sales success rate.

- Make people feel heard and understood.

Openness to learn

- Goals coupled with personal growth is performance.
- More confident and eager to meet challenges.

Adaptability

- Be flexible but consider emergencies too.
- Adjust to outside factors and influences.

Innovative

- Make creative thinking a routine.
- Offer uniqueness and affordability on the same plate.

Big Picture View

- Cater short-term needs but look at long-term relations.
- Stop only when the big picture is clear.

Winning Mindset

- Get eliminated or stay optimistic.
- Don't give up. Learn from your mistakes.

Mindset is everything. Because the hardest territory to manage is actually between your ears.

- Marcus Chan

Reference links

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Want to speak to our sales team?

If you wish to know how Convin can help you sell faster in 2022 then your wait is over. You can experience the tool first-hand and decide for yourself. Don't worry, we are just a call away.

Experience Convin

Need Help? Contact us: contact@convin.ai