

# Inside Sales 3.0: From Traditional to Digital

- White Paper



## Integrated Approach to Business

Smarketing | Digital Marketing | Frameworks

## Inside Sales 3.0: From Traditional to Digital

$$\frac{4 \text{ Sales}}{6264 \text{ Cold Calls}} \times 100 = 0.06\% \text{ Conversion}$$



Seller Mood

**Think of Traditional Inside Sales:** Auto Dialers, Cold Calling, No. of Calls, Average Handling Time & the list goes on. There was a time when everyone believed that the more you call, more the sales. It's what we have been doing, always!

According to a study **6,264 cold calls** to close **4 sales**. Think about this, when is the last time you purchased on a cold call?

**Traditional Inside Sales was a success because there was no way the buyer had access to information from anywhere else.**

### Harvard Business Review:

- Cold Calling is ineffective 90% of the time.
- Less Than 2% of cold calls result into a meeting.
- It takes 18 calls to connect with single buyer.
- Assuming 0.3% appointment booking rate and 20% win rate it would take 6,264 cold calls to make 4 sales.



So **Cold Calling** is not only bad for the buyer (as it puts them off!) but also bad for the **seller** (too much effort for too little gains).

Coca Cola and JP Morgan have done away with voice mail and only **18%** of people check voice mails from unrecognized numbers.



Voice Mail

18%  
n' reducing



J.P.Morgan



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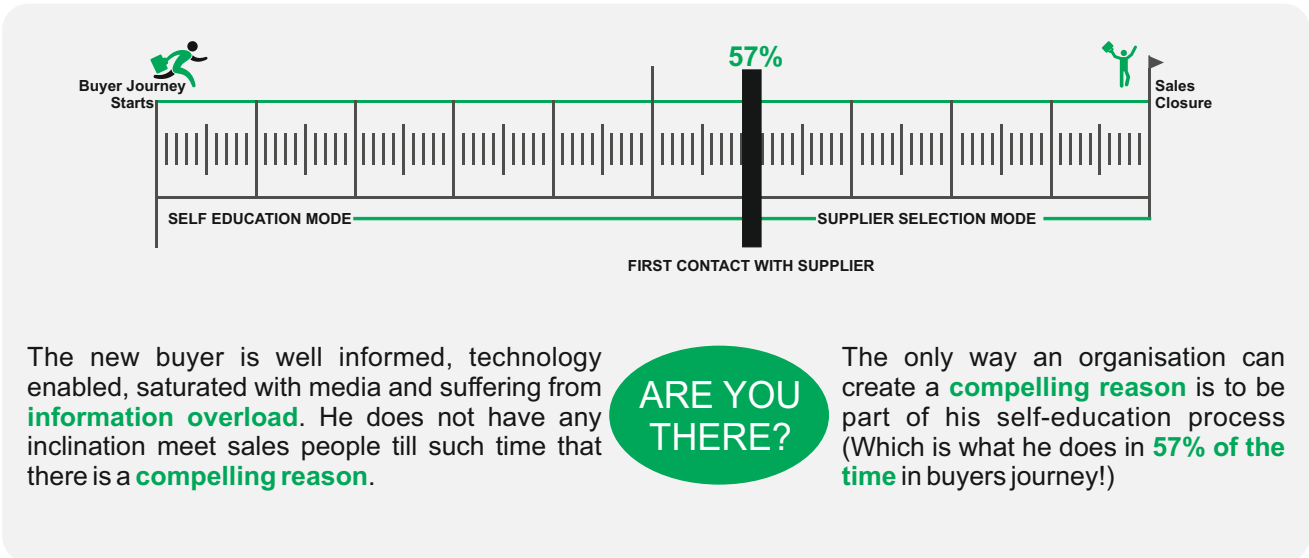


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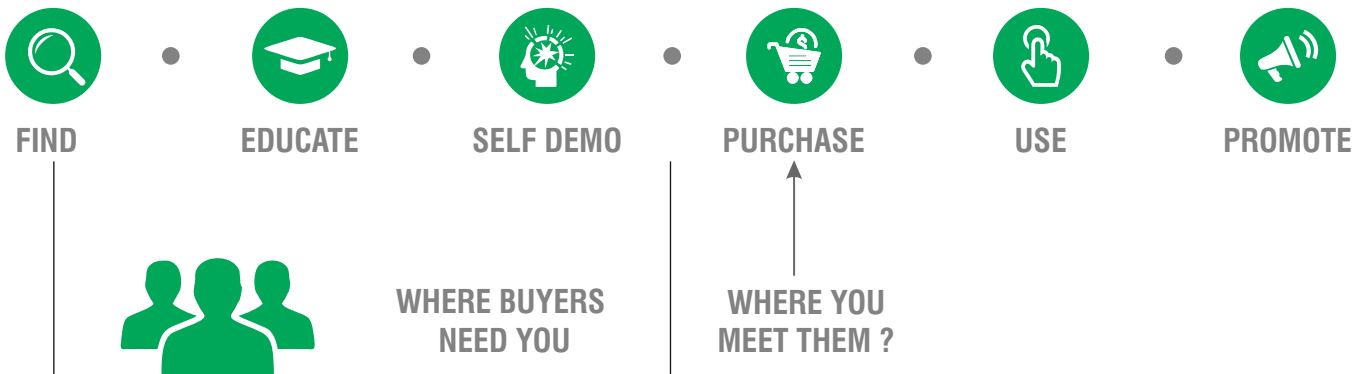
## SO HOW DO WE RESOLVE THE DEADLOCK ?



According to one of the Sales Bench Mark Annual Research Report 57% of the buying journey is completed by the buyer before any contact with the supplier.



## THE BUYER'S JOURNEY



**69%** of buyers journey will complete before first contact (as compare to the current 57% trend).



**56%** greater chances to achieve sales quota if engaged on education stage.



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## Key Question :

*How can Inside Sales effectively engage with buyers as early as possible?*

*In other words, when the buyers are in self-educating process can Inside Sales Value Add?*



## Inside Sales 3.0: Digitised Inside Sales



**Move away from Interruptive Selling Tactics vis-à-vis Cold Call:** A digitised inside sales teams need to focus on meeting customers where they spend their time – Online. The meeting place has changed.

**Change the communication for “Me – My” to “You – Yours”:** Traditional Inside Sales people are experts on their products and its benefits but more often do not understand their customers. Digital Inside Sales is not about my product and me but about you and your customers.



**EDUCATION  
BASED**



**Hard Pitch to Educative Talk:** The Reps have to move away from traditional intrusive hard pitch based selling towards non-intrusive, **education** based selling.

**Strive to engage potential buyers as early as possible in their buying journey:** Sales reps get more time to understand their buyer and needs. Buyer develops confidence and trust in the sales reps. Sales reps are able to motivate and shape up their buyers.

## MEET THEM HERE



FIND



EDUCATE



SELF DEMO



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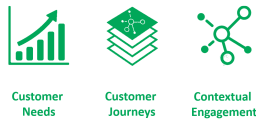
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## EDUCATE TO DEVELOP TRUST



### You have Been Vocal, Now Be Social:

Buyers use social to learn about potential vendors and suppliers. Be social and sell on social. In fact social sellers have 45% more opportunities to sell than laggards.



Customer Needs

Customer Journeys

Contextual Engagement



**Evolved Key Metrics:** From Quantity (read how many calls, how many opportunities, how many deals) to Quality (Measure multi channel effectiveness: Email, Phone, Social; what worked better, in what context and why)

**Inside Sales 3.0:** A well-researched Inside Sales Rep is the key to success in the digital revolution. Traditional Inside Sales had its relevance and its own time. It is time to move on and make way for “Digitised Inside Sales”.

**Develop Trust Using Content:** Digital space is all about content. Sales reps need to win trust and interest using the content effectively. It does not mean that they create content themselves, but they learn “How to use”.



**Contextual Engagement:** Engage with customers in a context. Deliver the value as per requirement of the customer. Define what he needs by identifying buyer journey stage. Make engagement more effective and bring cost per engagement down.

Email



Phone

Social

Chat



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