

Act Now: The 3 Biggest Challenges Facing Sellers In The Tech Space

Overcoming competition, complexity and change.

- Essential reading for anyone looking to up their sales game and stay ahead of the competition.
- Includes FREE “playbook template” for sellers looking to capture their own methodology.

Produced by Content Quality on behalf of



SaaS Market Potential

“The average organization uses over 100 SaaS apps, an increase of **38%** from 2020.”

(Report: BetterCloud’s 2021 State of SaaSOps)

“The global SaaS market, growing from \$121 Billion in 2020 to \$215 billion in 2023, is projected to reach **\$702 billion** by 2030.”

(Report: Allied Market Research)

What does this mean for sellers?

Let's first look at the market forces driving this growth:

- Increased use of smartphones and app-based services
- Adoption of public and hybrid cloud is also contributing
- Lucrative opportunities presented by Outsourcing and AI/ML
- Agile, reliable, and flexible solutions are key characteristics of SaaS
- Reduced IT infrastructure costs make SaaS an attractive investment

How will sellers need to adapt?

All of this highlights a need for sellers to focus on embracing mobile accessibility, cloud adoption, and emerging technologies and be comfortable communicating complex product value to stay competitive in a rapidly-evolving and expanding market.

The Future of Tech Sales

What's clear is that as new and evolving challenges emerge, sellers will need to adopt innovative strategies and creative solutions.

This eBook covers the **3** most critical areas sellers need to focus on:

- navigating increased competition
- communicating complex product value
- adapting to a changing digital landscape

navigating increased competition

Connect with us: **LinkedIn**

charlie@contentquality.co.uk

Page 6

Click the SalesHERO logo to learn more



“75% of customers say that customer experience is the most important factor when choosing a vendor.”

(Survey: Hubspot)

“Companies that offer personalized pricing models experience a 20% increase in customer satisfaction.”

(Study: Salesforce)

What does this mean for sellers?

As competition increases which proven methods can help sellers quickly and effectively address this challenge?

- Provide exceptional customer experience to retain customers
- Offer personalized and flexible pricing models to differentiate

What else can sellers do?

- Leverage new technologies (AI & machine learning)
- Build a strong presence via digital marketing & social media
- Continuously innovate & match products to customer needs

complex product value

“92% of B2B buyers say they are **more likely** to make a purchase after reading a trusted review”

(Study: LinkedIn)

“82% of B2B decision-makers think sellers are **unprepared** to have **value-based** conversations with them.”

(Survey: SiriusDecisions)

What does this mean for sellers?

Leveraging customer testimonials offers a powerful way to communicate complex product value of SaaS products.

Communicating complex value requires:

- a “customer-first” approach focused on buyer outcomes
- Presenting solutions in a compelling manner to customers
- Storytelling to bring the data to life and get customer buy-in

a changing digital landscape

Connect with us: **LinkedIn**

charlie@contentquality.co.uk

Page 13

Click the SalesHERO logo to learn more



“78% of sales teams believe digital transformation is important to their success, whilst 57% of sales reps believe technology has made selling more difficult.”

(Survey: Salesforce)

“89% of organizations plan to adopt or have already adopted a digital-first business strategy”

(Survey: IDG)

What can sellers do?

To succeed in an ever-changing digital landscape sellers will need to employ the following strategies to be successful:

- Embrace digital transformation:
 - be proactive in adopting new technologies and platforms
 - Invest in new processes aligned to their customers

Embracing digital transformation

- Prioritize customer experience: As demand for SaaS increases, providing a superior customer experience to differentiate is critical.
- Higher targeted marketing strategies: With so many SaaS products available, sellers need to get creative when it comes to being able to reach and engage with their ideal customers.

the wider tech industry

Connect with us: **LinkedIn**

charlie@contentquality.co.uk

Page 17

Click the SalesHERO logo to learn more



“Top 3 areas of IT spending since 2021 have been cloud infrastructure, cyber security & data analytics.”

(Report: Flexera State of Tech Spend)

“By 2024, over 55% of all IT spending will be directly for digital transformation and innovation”

(Survey: IDC Futurescape Worldwide IT Industry Predictions)

Conclusion

Innovation and creativity are key elements sellers need to harness in order to have success in the ever-changing world of sales.

As the SaaS market expands, competition increases, products become more complex, and customers get more savvy.

As this ebook highlights, sellers must be willing to adapt and be able to find new solutions to overcome these challenges.

By learning to navigate increased competition, effectively communicate complex product value, and embrace a changing digital landscape, software sellers will stand out from the crowd and position themselves for real success.

Remember, with the **right strategies** and a **growth mindset**,
no challenge is insurmountable.

Where's a good place to start?

Build your OWN sales playbook!

At SalesHERO, we focus on helping sales teams capture and document what makes them GREAT!

The SalesHERO framework offers a customisable toolkit for sales leaders and professionals; built from direct feedback of interviewing over 100 B2B sales reps between 2019 and 2022.

What is SalesHERO?

The purpose of SalesHERO is simply to enable sellers to create their own sales playbook. Their own methodology to enable them to crush their targets and leave their competition in the dust!

The next few pages introduce the 4 pillars of the framework and what questions sales professionals need to be asking themselves to become a more positive, motivated and effective hero for their business.

Introducing SalesHERO

Connect with us: **LinkedIn**

charlie@contentquality.co.uk

Page 24

Click the SalesHERO logo to learn more



Overview

SalesHERO focuses on helping sellers master 4 main pillars:

- **H**appiness
- **E**xecution
- **R**hythm
- **O**rganization

Happiness

SalesHERO's first pillar is about helping you find happiness in your job by enhancing your strengths and limiting your weaknesses.

Obviously, no one is 100% happy and motivated all the time and that's why top sales performers rely on discipline to stay effective in the face of adversity.

“Salespeople who practice mindfulness techniques experience a **17%** increase in sales compared to those who don't.”

(American Management Association)

“Companies with a strong focus on employee well-being have an average of **24%** lower turnover rates than companies that don't.”

(Gallup)

“Salespeople with a positive outlook are **56%** more productive than those with a negative outlook.”

(Harvard Business Review)

Your new “happy” discipline

- Cultivate a growth mindset
- Handle rejection gracefully, reframe as a learning opportunity
- Build resilience = taking care both physically & mentally.
- Embrace strengths, limit weaknesses where possible.
- A custom blend of the above will help maintain a positive attitude.

Execution

By execution we mean being self-aware enough to put in place goals and objectives that are in the best interests of your role and the responsibilities relating to it.

Ensure you always do what you set out to do when it comes being accountable to yourself and to the customers you interact with.

“Sales reps who spend at least **6 hours** a week on self development see a **40%** increase in conversion rates.”

(Salesforce)

“**78%** of salespeople who use **social selling** techniques outperform their peers who don't use social media.”

(Forbes)

“Sellers that follow a **formal sales process** see a **28%** increase in revenue compared to those without a process.”

(Harvard Business Review)

Execution (with customers)

- Always put your customers pain points, needs, and goals FIRST
- Use active-listening to build trust and keep the conversation going
- Focus on building mutually beneficial relationships with customers
- Follow-up consistently and go the “extra mile” to stand out

Execution (by sales role)

- Establish daily activities that enhance your key strengths
- Be honest, hold yourself accountable to own goals and objectives
- Learn from setbacks and adjust your approach where necessary

Rhythm

This pillar is all about finding your groove and creating a daily routine that maximizes your effectiveness as a salesperson.

It's about creating a structured approach to your workday that allows you to always stay focused on the most important tasks and activities.

“Companies that use CRM software see a 41% increase in productivity per salesperson.”

(Nucleus Research)

“92% of salespeople say that following a sales cadence or routine helps them stay organized and improve their productivity.”

(Hubspot)

“Sales teams that hold regular weekly meetings see a 20% increase in team performance.”

(Salesforce)

Rhythm

- Prioritize tasks & activities based on personality (extro/introvert)
- Create a plan to support strengths and overcomes weaknesses
- Block off agenda for different activities (prospecting, call backs)
- Take breaks throughout the day to avoid burnout
- Celebrate successes and give rewards to stay motivated

Organisation

SalesHERO helps sellers design time management, prioritization & tracking disciplines tailored to their own personality and skill set.

Additional modules cover more specific methods including Batch Processing techniques and The Eisenhower Matrix.

“80% of salespeople say that having access to organised content improves their ability to close deals.”

(Salesforce)

“Sales professionals use automation in their sales processes see a 15% increase in sales productivity.”

(Nucleus Research)

“Sales teams that employ sales enablement tools see a 20% increase in productivity.”

(Forbes)

Organisation

- Time management: being intentional, set clear goals / deadlines.
- Prioritization: identify which tasks have the most impact
- Tracking: update your pipeline, sales activities, and sales results

Before you start!

Every seller is a work in progress and as such your playbook should be constantly evolving. The important thing is you start thinking about answers to the following questions:

- Happiness: What gives/drains your energy? What cheers you up?
- Execution: Tasks / limits / reminders? Where do you need guidance?
- Rhythm: When should you do what? When are you most effective?
- Organisation: What are your priorities? How can you do more?

So, are **YOU** ready to start creating your own sales playbook?

Book a free 30 minute consultation **TODAY!**

charlie@contentquality.co.uk

Thanks for reading!

Be sure to check out The SalesHERO Podcast
“*Stories Worth Sharing*” wherever you get your podcasts.

