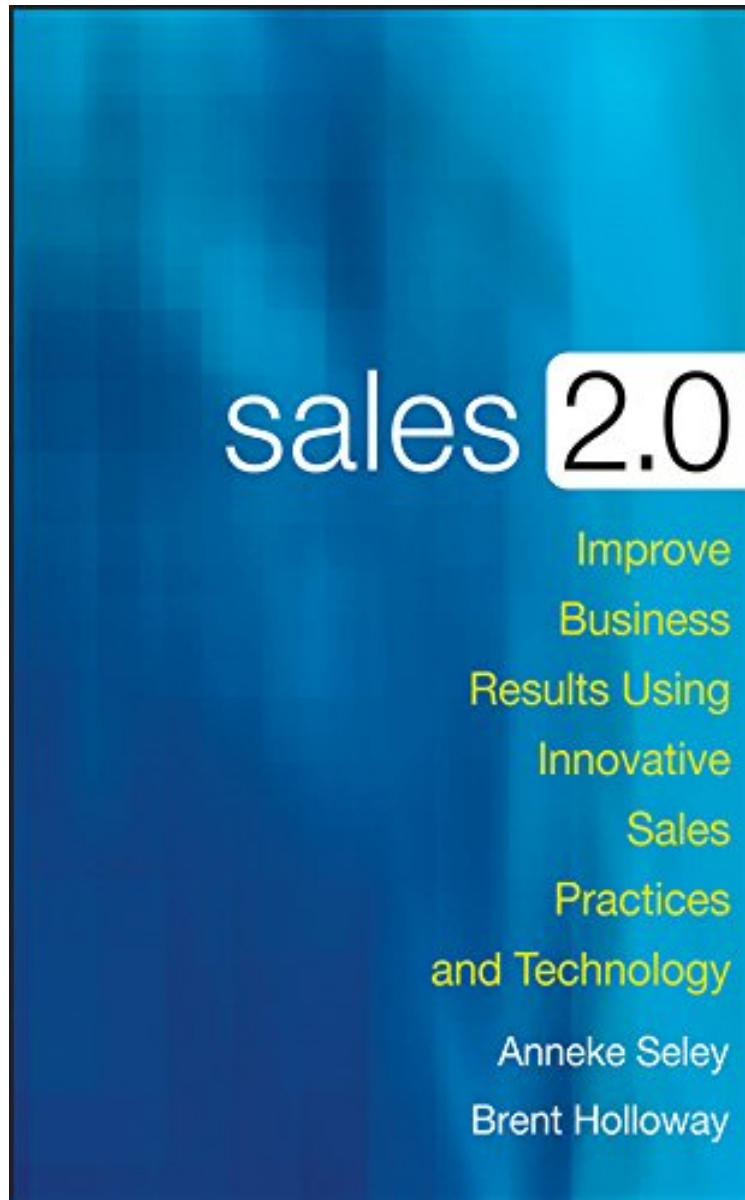


Sales 2.0: Improve Business Results Using Innovative Sales Practices and Technology

Anneke Seley, Brent Holloway

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Anneke Seley, Brent Holloway : Sales 2.0: Improve Business Results Using Innovative Sales Practices and Technology before purchasing it in order to gage whether or not it would be worth my time, and all praised Sales 2.0: Improve Business Results Using Innovative Sales Practices and Technology:

2 of 2 people found the following review helpful. Finally a book that connects ALL the dotsBy Customer Like

YouSales 2.0 for me is personal as I feel like "we" have been on a long journey together experiencing both highs and lows in the "Sales 2.0 Movement". While taking a moment to reflect on my voyage...or better yet...on my expedition with the Sales 2.0 methodology, it seems as though everything lined up and happened according to a masterful plan. But trust me when I tell you the rite of passage to get this point certainly didn't seem to be a smooth ride by any stretch of the imagination. When I was in the first grade my dad taught me a valuable sales lesson. There was a contest at school to see who could sell the most cans of popcorn. He said "son if you want to win, you knock on every door till there are no more doors". (ahh...sales is a number game!). Even though his sales advice couldn't be more true, I remember being frustrated while going door to door...I remember thinking "there has to be a faster way...I should use my bike". And the same frustration existed while delivering all those cans of popcorn..."there has to be a faster way...my dad should drive me". Needless to say, I don't get aggravated as easily these days but as you read my Sales 2.0 journey below I think you will recognize the continuing theme in striving for efficiencies. Professionally I was introduced to improving efficiencies in the late 90s as I was a part of a ISO 9001 effort. Not only did we achieve our ISO certification in our new paperless work environment, but it made sense and it helped our business considerably. Then in the early 2000s I started my first technology sales job. This is when I started using a Sales/Activity Formula where I could calculate the exact number of contacts required to accomplish certain goals by utilizing a formula that uses the Lead to Proposal Ratio, Proposal to Sale Ratio and Average Sales Value. During this time I was content but I definitely wasn't satisfied as there was a continual sense that much more could be sold with less effort. During the 90s to the mid-2000s technology was an exciting place as innovation was all around us and happening at a startling pace! First there was the strong ASP push then the SaaS base model took off. Next the traditional static pages to websites started to transition to sites that allowed users to interact and collaborate in what we now refer to as Virtual Communities. Finally there started to be a term used to describe this shift which was actually coined back in 1999 by the consultant Darcy DiNucci...hence "Web 2.0". All of this was fascinating but when I would think through all the different advancements there continued to be a sense of frustration as I didn't know exactly how but I certainly knew we were missing opportunities to use these technological improvements to drive drastic efficiencies within the sales process. Next in 2007, Nigel Edelshain came onto the scene when he coined the term "Sale 2.0". In his description he stated that Sales 2.0 was "using Internet tools to boost sales performance" and "taking sales to the next level." As I'm sure you can imagine this strongly resonated with many of the tensions which I had been managing in my desire to produce more with less. Now the race was on as many were trying to position themselves as the Sales 2.0 thought leader and each one of them had a different perspective of Sales 2.0. Even Wikipedia tried to describe Sales 2.0... "Sales 2.0 is a term describing changing trends in the use of World Wide Web technology and Customer Relationship Management (CRM) applications that aim to improve the speed, collaboration, customer engagement and accountability of the sales process." A lot of this created great discussion where ideas were formed and eventually launched. But it also caused a great deal of confusion as it has been seven years since the term Sales 2.0 was first used and still seven years later there are many sales and marketing professionals who are still unclear in respect to what Sales 2.0 is all about. Sadly today many Sales Leaders and Marketing Professionals, even with all the thought leadership available on this incredible phenomenon, won't attempt to deploy a Sales 2.0 strategy. I can unquestionably identify with these individuals because I was hesitant to move forward as well. Regardless if it was because I didn't want to hurt my organization or I was insecure in my ability to execute the strategy....regardless how much it appealed to me, I didn't deploy Sales 2.0 primarily because a lack of understanding in respect to how to connect all the dots....and trust me when I tell you there are a lot of dots that need/have to be connected. Finally in 2009 I came across a book titled Sales 2.0 by Anneke Seley and Brent Holloway. And BOOM...ALL the articles I had read, ALL the ideas I had implemented, ALL the thought leaders I had listened to, ALL the concerns I had been managing...ALL of my desires to drive more sales with less effort...ALL OF IT became crystal clear as this book helped connect the dots. But most important, it helped me to have a true understanding of Sales 2.0. With that being said, now I was the one OFF TO THE RACES!!! The first Sales 2.0 strategy I was fortunate enough to launch was with 3P Communications and it went as expected....more learning from my mistakes than actual doing. FYI: my number one mistake...being an early adopter of untested technologies! Then I had a great opportunity to truly launch a well-funded Sales 2.0 strategy within PGI. This was interesting because not only was this PGI's first ever Sale 2.0 initiative, but it was the tip of the spear for PGI as my division led the charge in changing the company's established conference calling business to a SaaS based model and to top it off we had solid executive support, which is a must. We could not have experienced better results as the Sales 2.0 strategy led the company in Lowest Cost of Sale and had obtained a higher percentage of quota than any other division throughout the company! With all this success, it wasn't long till we were helping other divisions deploy certain aspects of the 2.0 model. Next stop was Silverpop which was an exciting opportunity, for me personally, due to their Marketing Automation (MA) focus. At Silverpop I was not only building out their first ever Sales 2.0 Team but I was building it out for a company whose primary solution was MA. With my passion for Sales 2.0, I couldn't have been happier launching this effort! Not only did I get to build out the 2.0 model internally from 0 to 19 employees, but I also had the opportunity to assist numerous companies navigate their own efforts creating more of an alignment between Sales and Marketing or better known as their own 2.0 efforts. Silverpop was a great and

priceless experience as I was provided ample opportunity to help others with their Sales 2.0 initiatives...more than I could have ever imagined! At the end of the day, the 2.0 initiative blew everyone's expectations. This Sales 2.0 effort produced year over year profitable growth, the lowest cost of sale and had the largest impact on the company's SGA. What was different at Silverpop was the addition to not only focusing on New Sales, but also having an additional focus on Existing Business from a renewal and upsell perspective. The New Sales efforts were so successful the company ended up entrusting over 50% of their existing customer base to the Sales 2.0 strategy. The remainder of the Existing Business was served by two other divisions and to no surprise the 2.0 approach led all other Existing Business divisions in Lowest Cost of Renewal, Average Discount Percentage, Highest Upsell rate, Highest Percentage increase, Lowest Attrition rate and Highest Renewal Rate. With all the success, especially for technology companies, that the Sales 2.0 strategy is known for producing, I have now been provided with the utmost paramount of all opportunities. Currently I am helping lead Cbeyond's Sales organization Go-To-Market strategy and effectiveness in addition to growing strategic partnering efforts. And the best part of all...it's 100% Sales 2.0 strategy being implemented!

In summary, it has to be said, that NONE of the above accomplishments would have been possible if it wasn't for Anneke and Brent taking the time to author Sales 2.0 in a manner which allows you to take the Sales 2.0 principles and put them into practice. I cannot thank you enough Anneke and Brent!

ConclusionThe timing is right for Sales 2.0. Buyers hold the power position these days and want to learn all they can about solutions via the Web and then, when they are ready, engage with sales reps. Sellers are looking for ways to shorten the sales cycle, improve sales productivity, drive down costs and retain customers. In this economy, we all win by building and nurturing trusting relationships and helping each other grow sustainable businesses.

0 of 0 people found the following review helpful. New ideas. Helpful

By Glenn D. RobinsonIt is very hard to write an excellent book for sales techniques. All too often, authors fall into the trap of writing a book that includes everything for beginners to seasoned pro's, which fails for both camps. This did not go too far for the beginner, which is fine with me. This book is not great, but has some new ideas on how to use new tools. I am always looking for a new idea for my tool bag and this had some ideas. The use of WebEx, for instance, is a way that will allow the client to gain more information in less time from the sales person. Since our role is to make sure the client is the hero, anything that can help the client do their job quicker and more efficiently is important. I have participated in WebEx presentations, but have not created one, so this will be a good challenge.

Finally, was the time spent worth it to read it? I picked up so new ideas, so the answer, for me, is yes.

0 of 2 people found the following review helpful. When you read this book you move to the head of the class

By Brock ButlerSales 2.0: Improve Business Results Using Innovative Sales Practices and TechnologyWhen you read "Sales 2.0" by Anneke Seley and Brent Holloway you will leap-frog 98% of your sales and sales management peers. Why? Because our business prospects and customers have changed how they buy - but we have NOT changed how we sell. And because there are new inexpensive technologies and new Sales 2.0 thinking that leverages these lower cost channels to increase relationship building and sales productivity. "Sales 2.0" is not about technology, and it was not written by a company pushing a product or service. "Sales 2.0" includes real-world pragmatic research and business case studies that showcase new Sales 2.0 strategy, process, people and technology that deliver measurable improvements in our relationships and revenue. Forget for a minute that Sales 2.0 thinking will reduce your cost of sales. It is about much more than that. Scott Santucci, top "sales enablement" dog at Forrester Research, said it best. "Business-to-business selling is on the cusp of a cataclysmic shift in technology-enabled sales productivity". Anneke's book is significant because she is the first to take the Sales 2.0 lessons learned at industry leaders such as Oracle, Webex and others and combine them with the changes in how we use the internet (Web 2.0). Over the next few years the changes in sales practices and technology and the impact on sales performance will be huge. Buy this book and catch up. Then start reading the blogs. There is going to be a lot of discussion and debate on the practical application of this technology especially in small and medium size companies. Buy this book and catch up. Then start reading the blogs. There is going to be a lot of discussion and debate on the practical application of this technology especially in small and medium size companies.

Happy Hunting, Brock Butler, Principal MoreDemand LLC

Two Silicon Valley insiders reveal the emerging Sales 2.0 trend and how companies can profit from it

Sales 2.0 explores the emerging Sales 2.0 phenomenon, how it is characterized, why it is imperative for a company's long-term success, and how anyone can get started with this new approach to generating revenue. Driven by an explosion of online products and changing customer buying preferences, Sales 2.0 is the marriage of Web 2.0 technologies with innovative sales processes. The book shows readers how to redeploy their sales teams for greater bottom-line results and reveals all the differences between Sales 2.0 and traditional selling. Through real world case studies, readers will learn how industry leaders achieved phenomenal results and a competitive advantage. Applicable to sales teams in any industry, Sales 2.0 presents the future of sales today.

From the Inside FlapThe high-tech revolution that brought us the Internet and online communication has changed the way people talk to each other and how they buy the products they need. But it hasn't led to a revolution in sales strategies. Despite the explosion of online products and changing customer buying habits, the sales profession still

lacks an innovative set of sales practices that really work in the new reality. Enter Sales 2.0, a newer, better way to identify and communicate with today's customers. It's the art of sales with updated best practices for predictable, measurable selling in today's online world. It's not just about using new technology to sell. It's about what works best in concert with Web 2.0--customer-centric sales processes, strong relationships, and the strategic allocation of sales resources for maximum profitability. In Sales 2.0, authors Seley and Holloway demystify the emerging Sales 2.0 trend and provide a framework that business leaders and sales professionals can use to implement it in their organizations. They explain why traditional sales tactics no longer work and why you should change the way you sell. They explore Sales 2.0 in practice and showcase four industry-leading companies currently using Sales 2.0 successfully and profitably. They show you how to align your sales resources with customer opportunities to create better sales force deployment and territory coverage. That means segmenting your sales process steps, customers, and opportunities and using the most profitable sales channel or communication medium to engage more buyers. Ideal for sales teams in any industry, Sales 2.0 finally marries Web 2.0 technologies with the innovative sales practices those technologies enable, resulting in improved sales productivity and results. The business of sales is changing; whether your business changes with it will determine your long-term success. Sales 2.0 is the next step in the evolution of sales.

From the Back Cover
The high-tech revolution that brought us the Internet and online communication has changed the way people talk to each other and how they buy the products they need. But it hasn't led to a revolution in sales strategies. Despite the explosion of online products and changing customer buying habits, the sales profession still lacks an innovative set of sales practices that really work in the new reality. Enter Sales 2.0, a newer, better way to identify and communicate with today's customers. It's the art of sales with updated best practices for predictable, measurable selling in today's online world. It's not just about using new technology to sell. It's about what works best in concert with Web 2.0--customer-centric sales processes, strong relationships, and the strategic allocation of sales resources for maximum profitability. In Sales 2.0, authors Seley and Holloway demystify the emerging Sales 2.0 trend and provide a framework that business leaders and sales professionals can use to implement it in their organizations. They explain why traditional sales tactics no longer work and why you should change the way you sell. They explore Sales 2.0 in practice and showcase four industry-leading companies currently using Sales 2.0 successfully and profitably. They show you how to align your sales resources with customer opportunities to create better sales force deployment and territory coverage. That means segmenting your sales process steps, customers, and opportunities and using the most profitable sales channel or communication medium to engage more buyers. Ideal for sales teams in any industry, Sales 2.0 finally marries Web 2.0 technologies with the innovative sales practices those technologies enable, resulting in improved sales productivity and results. The business of sales is changing; whether your business changes with it will determine your long-term success. Sales 2.0 is the next step in the evolution of sales.

About the Author
ANNE KE SELEY was the twelfth employee at Oracle and the designer of the company's revolutionary inside sales operation. She is currently the CEO and founder of Phone Works, a consultancy that helps large and small businesses build and restructure sales teams to achieve predictable, measurable, and sustainable sales growth. **BRENT HOLLOWAY** is a practicing sales manager with more than a decade of direct and channel sales experience at high-tech companies. He currently manages a sales team at Verint Systems that has dramatically increased incremental revenue, profit, and customer retention.