



Pragmatic Product Chat

We'll be starting soon ...

- We will be asking you to participate
- Please display your name on screen
GO TO: Participants > Hover over your label > Rename
- Find the 'raise hand' button and other tools in Participants (We'll use these later)
- Ask questions in the chat window & Participate in Polls

Brought to you by the PAC



#AskthePAC

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Tune In To Your Market Leveraging Data





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Mark Roberts is a senior level sales and marketing leader with over 35 years' experience driving profitable sales growth in market leading organizations.

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Connect with Mark & Follow His Content

Nosmokeandmirrorsblog	https://www.nosmokeandmirrors.com
LinkedIn Articles	http://bit.ly/MAR-LinkedInArticles
LinkedIn Profile	https://www.linkedin.com/in/markaroberts/
OTB Sales Solutions Website	https://otbsalessolutions.com/



Help me learn about you...

What is your role?

- A. Product Management
- B. Product Marketing
- C. Sales
- D. Data Science/ Data Analytics
- E. Other



What did I estimate?

What is your role?

- A. Product Management **60%**
- B. Product Marketing **30%**
- C. Sales **3%**
- D. Data Science/ Data Analytics **3%**
- E. Other **4%**



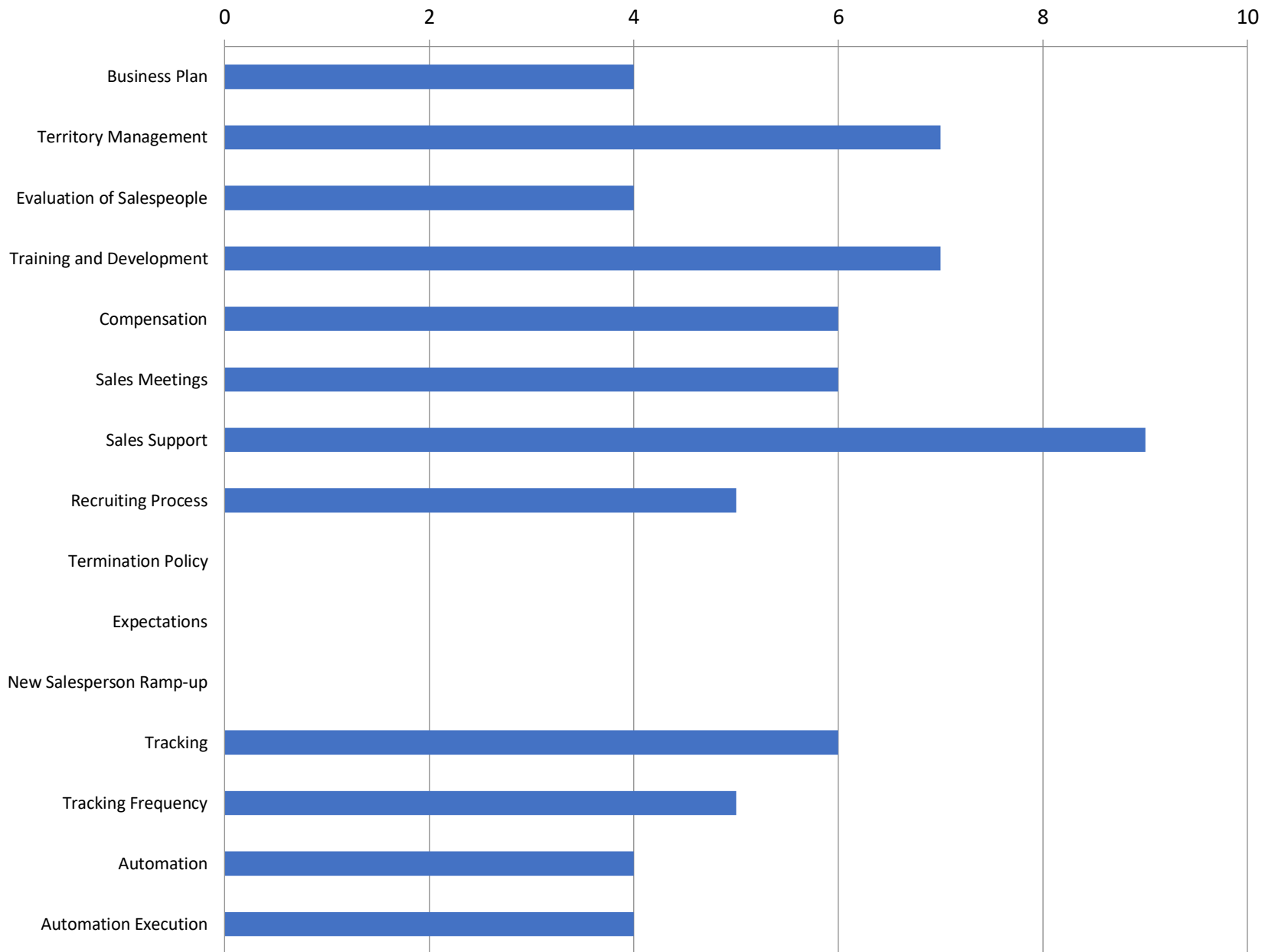
How Do We Tune In To Your Market To Leverage Data?

- Current Market State and Challenges
- Voice of the Customer
- Transaction Data
- Sales Skills, Systems, Process
- Training and Coaching
- Questions: What if....



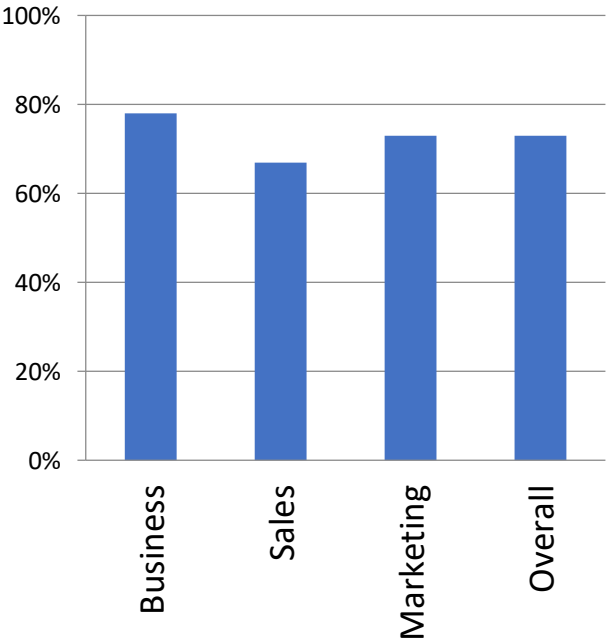
What if Sales Product Management, Marketing All
Spoke the Same Language?





Critical Metrics
Margins
Average Order Size
Average Account Size
Closing Percentage
New Meetings
Call Reports
Length of the Sales Cycle
Number of Meetings Required to Close
Cost per Sales Call
Salespeople Over/Under Goal
Schedules and Calendars
Quality of the Pipeline
Quantity of the Pipeline
Balance of the Pipeline
Stages of the Pipeline
Movement within the Pipeline
Profitability by salesperson
Target Account Status
Top 5 Opportunities
Account Retention

STRATEGIES

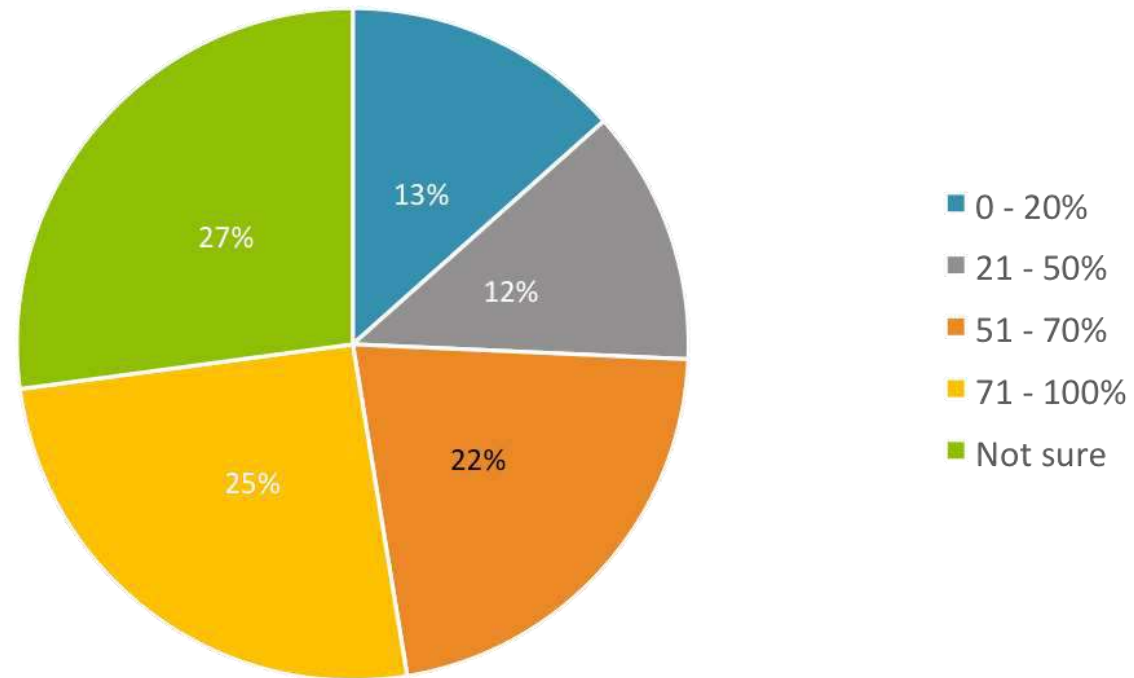


Sales Manager	Business	Sales	Marketing	Overall
Reginald Dwight	100%	100%	100%	100%
Paul McCartney	67%	67%	60%	65%
Tina Turner	67%	33%	60%	53%

Understand the Sales Process

How far advanced in the decision-making process do you get before contacting XYZ's sales department?

(n=424)





Help me learn about you...

What is your organizations Biggest Challenge Today?



Challenges I Have Heard ?

- Revenue
- Protect Margin
- New Customers
- Customer retention
- Increase Share of Wallet
- Speaking with Customers and End Users
- Sales Adjusting to Virtual Sales Model
- What does Sales Need From Me
- What New Product or Services Does Our Market Need Today
- Go to Market Strategy for New Normal



Voice Of Customer Data

Why Do Customers Buy From You?
Why Don't Customers Buy from you?
What is their buying process today?
What Criteria Do Buyers need?
What Do They Feel Is Your Value?
What Is Their Level Of Satisfaction?
What Is Their Net Promoter Score?
Who is Preparing to Defect?



Key Performance Indicators

Key Performance Indicators are metrics used to track client satisfaction and loyalty. One KPI was utilized in this 2019 study: Net Promoter® Score (NPS®)

The Net Promoter question asks respondents on a 0 to 10 scale: “How likely are you to recommend XYZ Company to a colleague?”

Promoters (scores of 9 - 10) are loyal enthusiasts who will keep buying and refer to others, fueling growth

Passives (scores of 7 - 8) are satisfied, but unenthusiastic clients who are vulnerable to competitive offerings

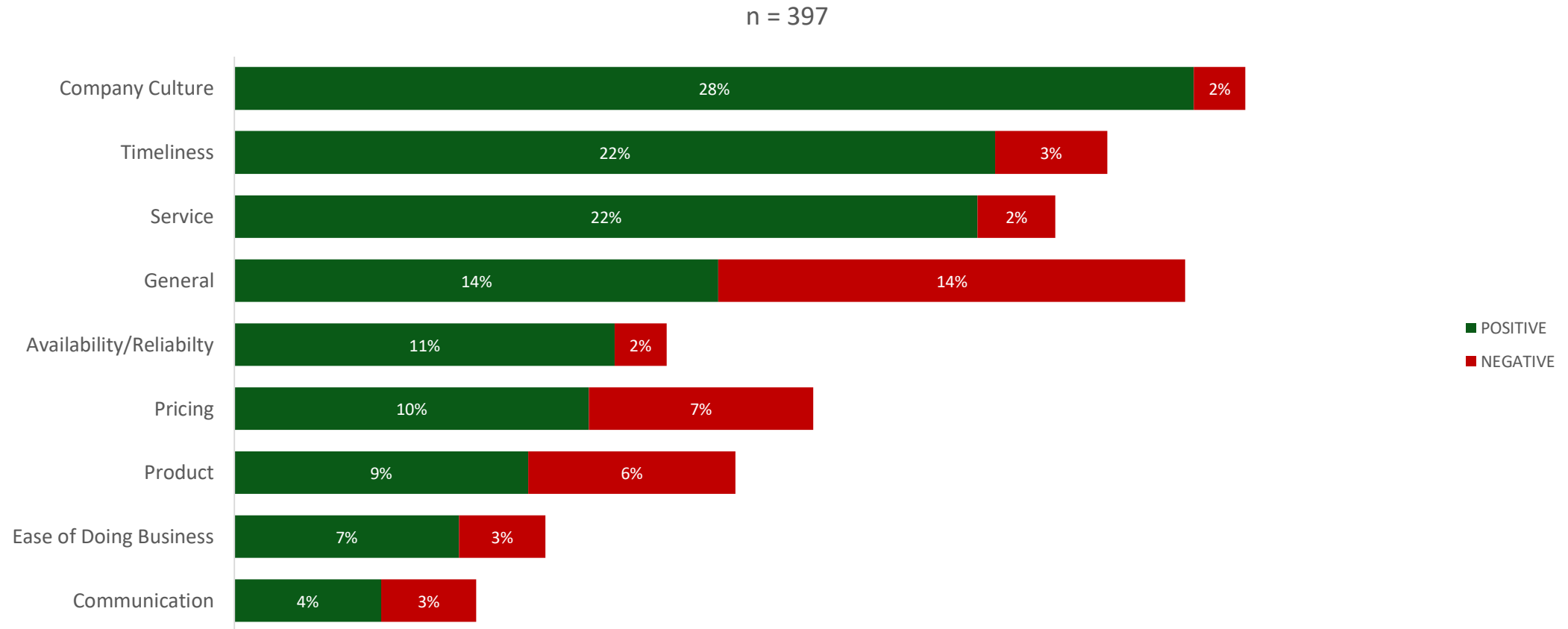
Detractors (scores of 0 - 6) are unhappy clients who can damage your brand and impede growth through negative word-of-mouth

% of Promoters - % of Detractors = Net Promoter Score (NPS®)



"Net Promoter, Net Promoter Score, and NPS are trademarks of Satmetrix Systems, Inc., Bain & Company, Inc., and Fred Reichheld." For more information on NPS, visit: <http://www.netpromoter.com>

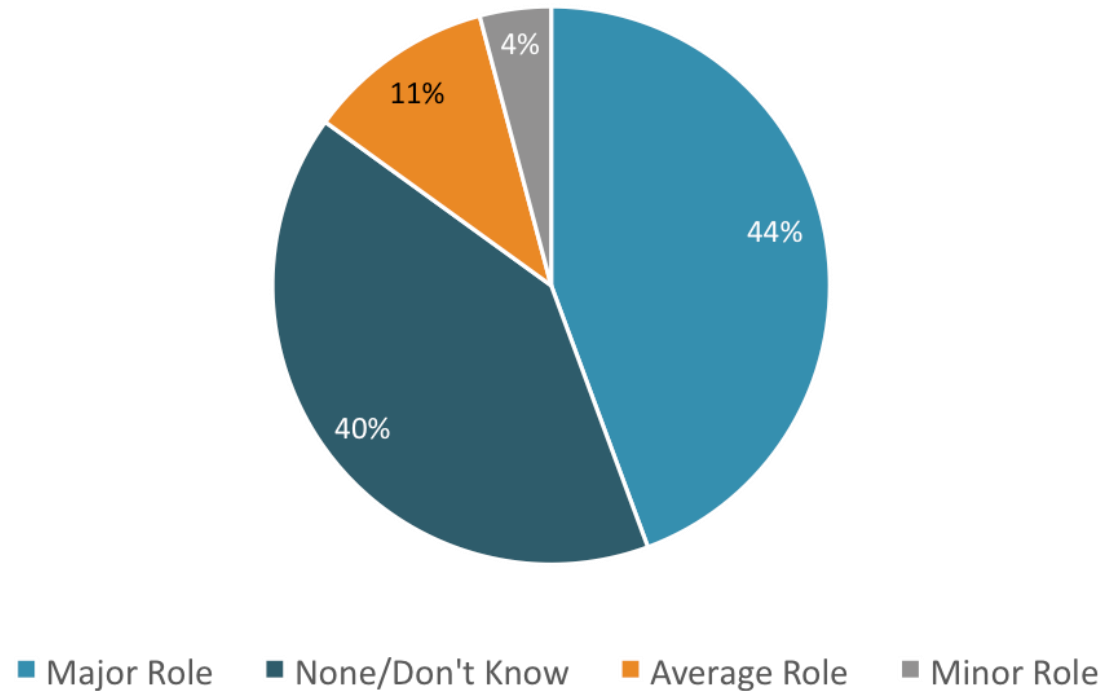
NPS: Reasons for Rating



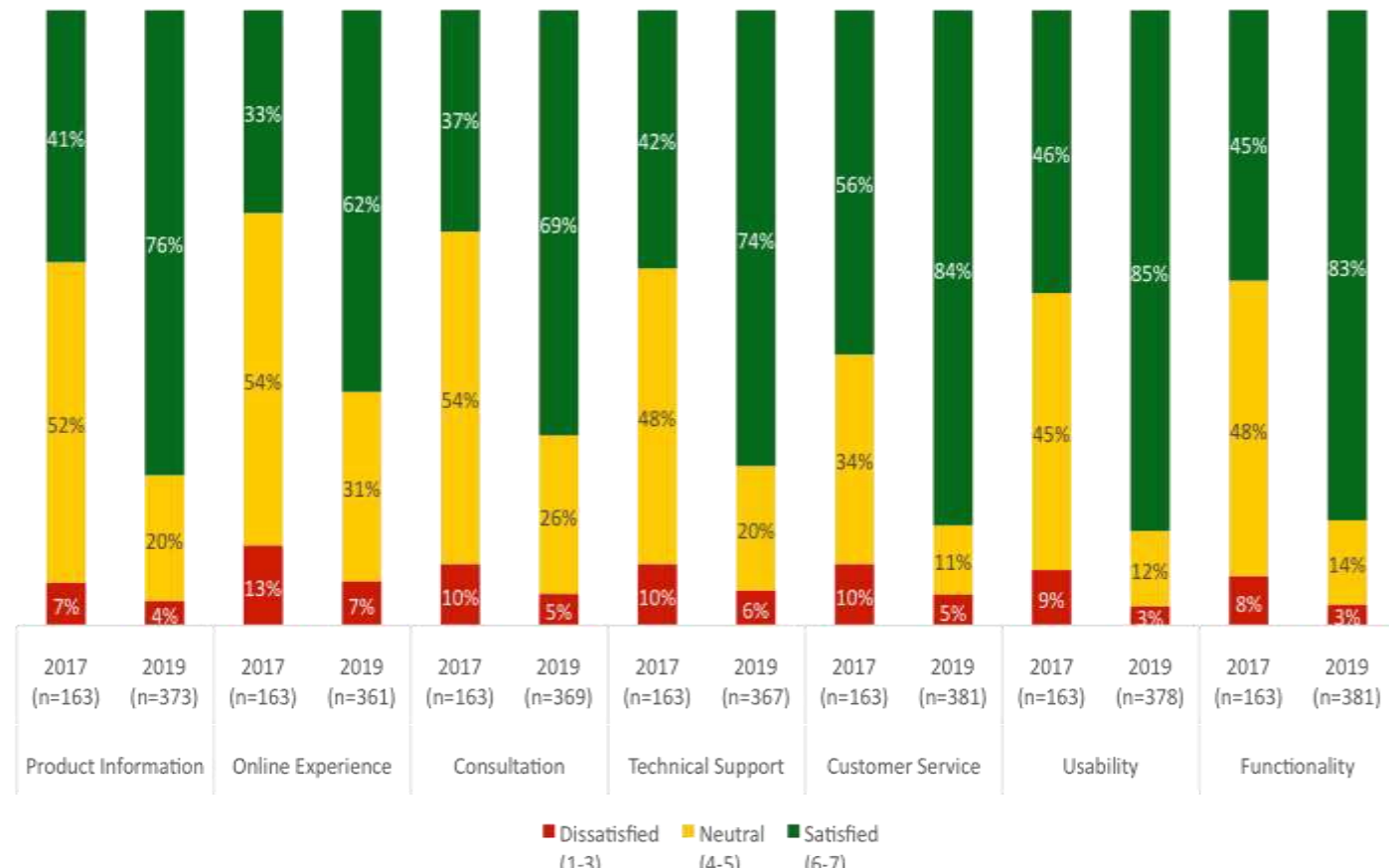
Company culture is cited most often as a reason for a positive NPS.

What Role Did Salesperson Play in Decision?

What role did the account manager play in your decision to select XYZ?
(n=267)



Customer Touch Points Review





Actionable Insights

- Gather insights that can create opportunity, reduce vulnerabilities & mitigate exposure to potential threats
- Learn more about your competitors
- Increase customer acquisition and market share
- Expand existing customer relationships
- Identify opportunities for innovation and improvement based upon customer feedback
- Prioritize the development of business processes to manage change within the organization
- Provides prioritization for strategic improvements



Actionable Insights Customer Experience

- Focus consistent efforts on your most valuable customers
 - Understand which parts of the customer experience are working well
 - Identify priority opportunities for improving the customer experience
- Gain insight into how you can nurture and develop customer loyalty, the one key driver of profitability and growth
- Know what your customers will say BEFORE they share it with others
- Capture insights throughout the customer lifecycle...new customers, declining/dormant/lost customers



Current Transaction Data

What products and services are producing the greatest Net Profits Today?

What Market Verticals are producing 150%-300% Net Profits Today?

What % of products and services are leaking Net Profits Today?

What are the top sales cost drivers today?

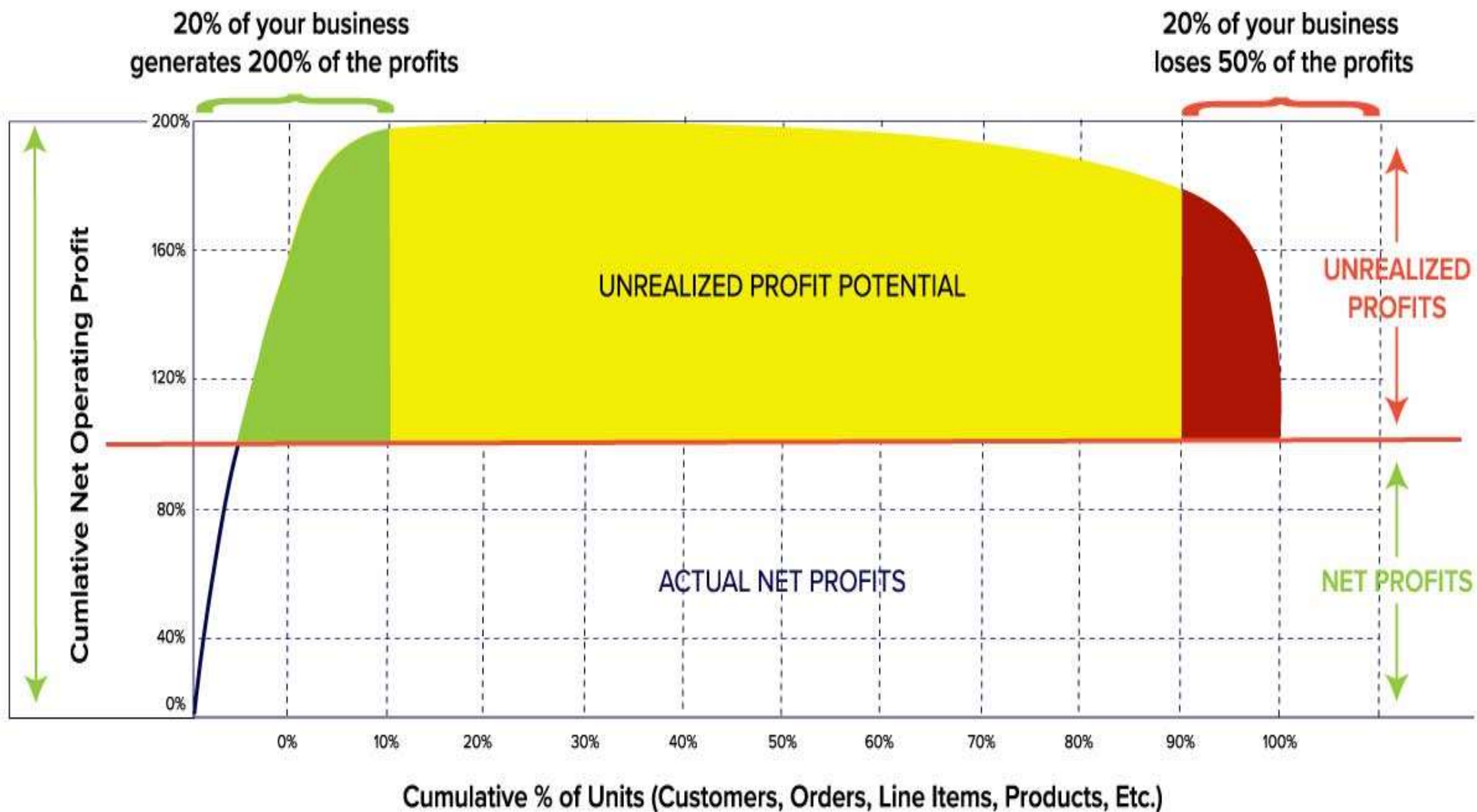
What cost of sale drivers do customer's no longer value?

What does our ideal customer profile look like today?

What product or service is ideal today, and what is leaking profits?

Who are the top sales performers? (define KPI)







How Do We Help Salespeople Become More Effective?



How Do We Help Salespeople Become More Effective?

With Your HELP!



Don't Make Your Salespeople Librarians





“Sell” Sales

Want to Gain Sales Buy-in?

- Compensation
- Efficiency
- Effectiveness/ time management
- Support their goals
- Shorten Sales Cycle
- Improve Close %
- Sell Value Not Price





Prescriptive Actionable Data For Sales

What Tools Does Your Sales Team Need Today?

Prescriptive Data

Actionable Data


Tied to customer economic impact

Case Studies

Customer Success Stories

Updated Value Propositions





What % of Your Current Sales Team
Has the Skills, Mindset, and
Motivation to win today?



Help me learn about your sales team...

What % of your sales team has the right skills, beliefs and motivations to win in today's market?

- A. 100% (our sales team are all rock stars)
- B. 80% (we are good but can always be better)
- C. 20% (the 80/20 rule)
- D. Less than 20% (and I'm concerned)
- E. I don't know

You're NOT alone

**16% of sales leaders report
being confident that they have
the talent they need to
succeed in the future.**

CSO Insights 2018 Sales Talent Study

<http://bit.ly/CSO2018SalesTalentStudy>





Sales Systems, Process, Skills

What Should We Assess to Build a High-Performance Sales Team Today?

Will To Sell
Sales Skills
Sales DNA
Sales Process
Sales Mindset
Sales Systems
Business Acumen



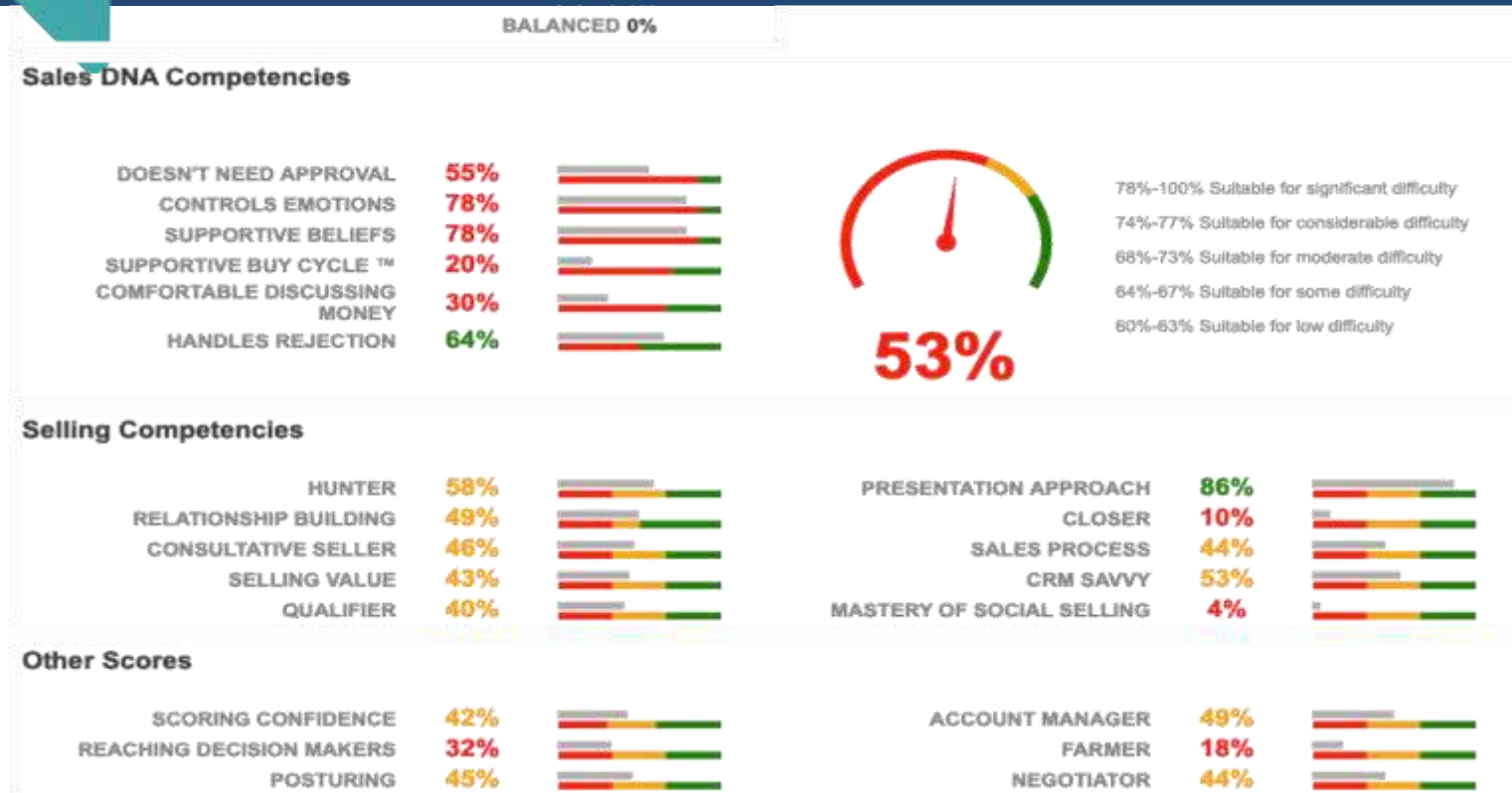
What Is Sales DNA?



- Doesn't need approval
- Controls emotions
- Supportive beliefs
- Supportive buy cycle
- Comfortable discussing money
- Rejection proof



Sales Systems, Process, Skills





What % of Current Salespeople Can Work Remotely Without Training and Coaching?

- A. 100% (I told you I have a team of rock stars)
- B. 60%
- C. 40%
- D. 30%
- E. I have no Idea (but probably should know)



What % of Current Salespeople Can Work Remotely Without Training and Coaching?

40%



What Skills Does Sales Need For Virtual Sales?

- Building virtual relationships
- Active listening
- Qualifying
- Empathy
- Virtual presentation skills
- Value based sales
- Consultative sales
- Working remotely
- Understand buyer personas and message for each
- Builds trust early and throughout buyer process





What is Prescriptive Sales Training?

Top Performer Analysis

Strategically Close Skills Gaps

Provide Sales Managers Coaching
Tools and Workbooks





Transform Sales Managers To Sales Coaches

Scalable Benefits

60% of sales reps say they'll leave an organization if their boss is a poor sales coach

-Chorus.AI

No other investment comes close to coaching to improve rep's performance

-Harvard

- High performing companies provide 15%-20% more coaching compared to other companies

-Sales Management Association



Transform Sales “Rep’s” To Trusted Advisors

Market Data

Application Insights

Business of Customers’ Business

Connect Products and Services to
economic impact

Case Studies

Build Relationship Network

Messaging That Resonates By
Persona



Develop Market and Buyer Centric Strategies To Achieve Objectives

Voice of the customer

Transaction Data

Sales Skills, Motivations, and Beliefs

Training and coaching



How Do We Leverage Data To Drive Sales Performance?

- Identify Current Market State and Challenges
 - Voice of the Customer
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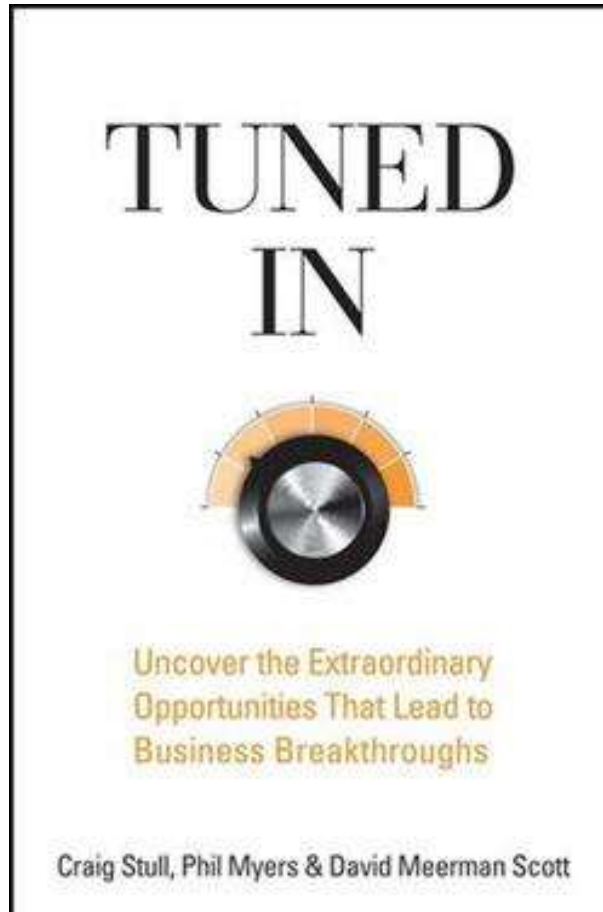
Do you want to help move the sales needle?

Example : Sales team needs to increase sales and profits

- Provide ideal customer profile
- Provide buyer persona's and messaging for each
- Provide data dashboards to have meaningful solutions-based conversations
- Similar customers also buy
- Similar customers buy and, in this order, typically
- Marketing produces sales tools to build competence and confidence
- Salespeople and sales managers trained how to use data and tools



Resources to help you?



1. Find Unresolved Problems
2. Understand by Persona
3. Quantify Impact
4. Create Breakthrough Experiences
5. Articulate Powerful Ideas
6. Establish Authentic Connections



Other Resources

<https://www.pragmaticinstitute.com/>

<https://www.pragmaticinstitute.com/framework>

<https://www.pragmaticinstitute.com/resources/podcast>

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Curious About Your Sales Team's Skills?

SELLING COMPETENCIES

SALES DNA

WILL TO SELL

YOUR INDUSTRY

FREE ASSESSMENTS

**EXPLORE OUR SALES STATISTICS FOR FREE...
SEE HOW YOUR SALESPEOPLE COMPARE!**

DATA POWERED BY OBJECTIVE MANAGEMENT GROUP

29,379

COMPANIES

83,016

HIRES

1,934,072

SALESPEOPLE

200

INDUSTRIES

129

COUNTRIES

21 Sales Core Competencies

Questions?





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