



THE CRITICAL EVOLUTION OF SALES FORCE IN THE AMAZON ERA

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AGENDA – EVOLUTION OF SALES FORCE IN THE AMAZON ERA

01.

The Impact of AI & the Amazon Era on Distribution

02.

Enabling Profitable Growth with the Sales Stack Hierarchy

03.

Consider and Deploy the Right Capabilities



EVALUATE, DEPLOY AND LIFT YOUR CAPABILITIES

HOW TECHNOLOGY HAS CHANGED THE BUYER'S JOURNEY

BUYER CHANGES

- Engagement further into journey
- “Age of the customer”
- Shift to self-service research given technological ubiquity
- Preference for online purchasing

DRIVERS

- Increase in millennial workforce
- Technology driven transparency
- Rise of personalized automation

IMPLICATIONS

- Shift from outside to inside sales
- Make the limited human-to-human engagement count



SELLER VALUE PYRAMID



WHAT'S AHEAD?

Simplify business purchasing with Amazon Business
Get access to business-only prices, multi-user management, purchase approvals, and more convenience, cost-effective shipping options by creating a free Amazon Business account.

[Create a Free Account](#)

Already have a business account? [Sign In](#)



Amazon Business has a shipping solution for you

We've added Business Prime Shipping for multi-user business customers, so you can pick from multiple shipping options to suit your business needs. Business Prime Shipping offers fast Two-Day Shipping for every user on your business account. It's a great way to give your employees the service, convenience, and control they need to succeed.

Extend your Prime benefits
If you have an Amazon Prime membership on your personal account, you can extend your Prime shipping benefits to your Amazon Business user account for eligible orders with no charge to your personal Prime benefits. This benefit is extended for single-user business accounts.

Prime on your business user account
A Prime membership can be purchased by a single Amazon Business user account or an Amazon Business user purchase Prime that user will have access to Prime benefits, but other individuals within that Amazon Business account will not – unless they also have their own Amazon Prime membership.

Business Prime Shipping
Take advantage of unlimited fast, free shipping options for your business purchases with Business Prime Shipping from Amazon Business. It's cost-effective, convenient shipping for every user – at work.

Sign up now for Amazon Business

[Create a Free Account](#)

WHAT'S YOUR ROLE?
I buy things for work
I approve purchases
I'm in enterprise procurement

WHAT'S YOUR INDUSTRY?
Education
Government
Healthcare

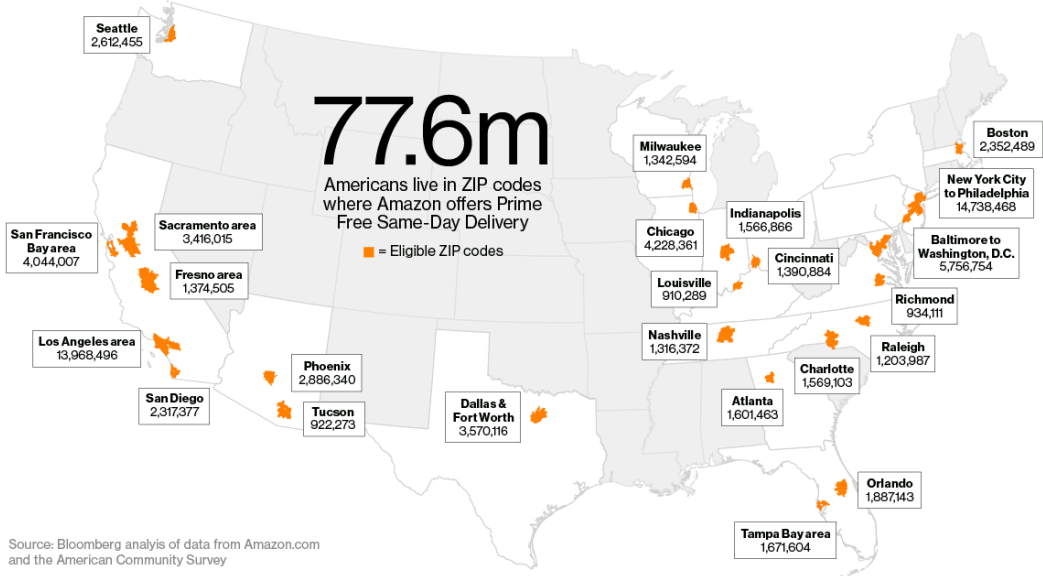
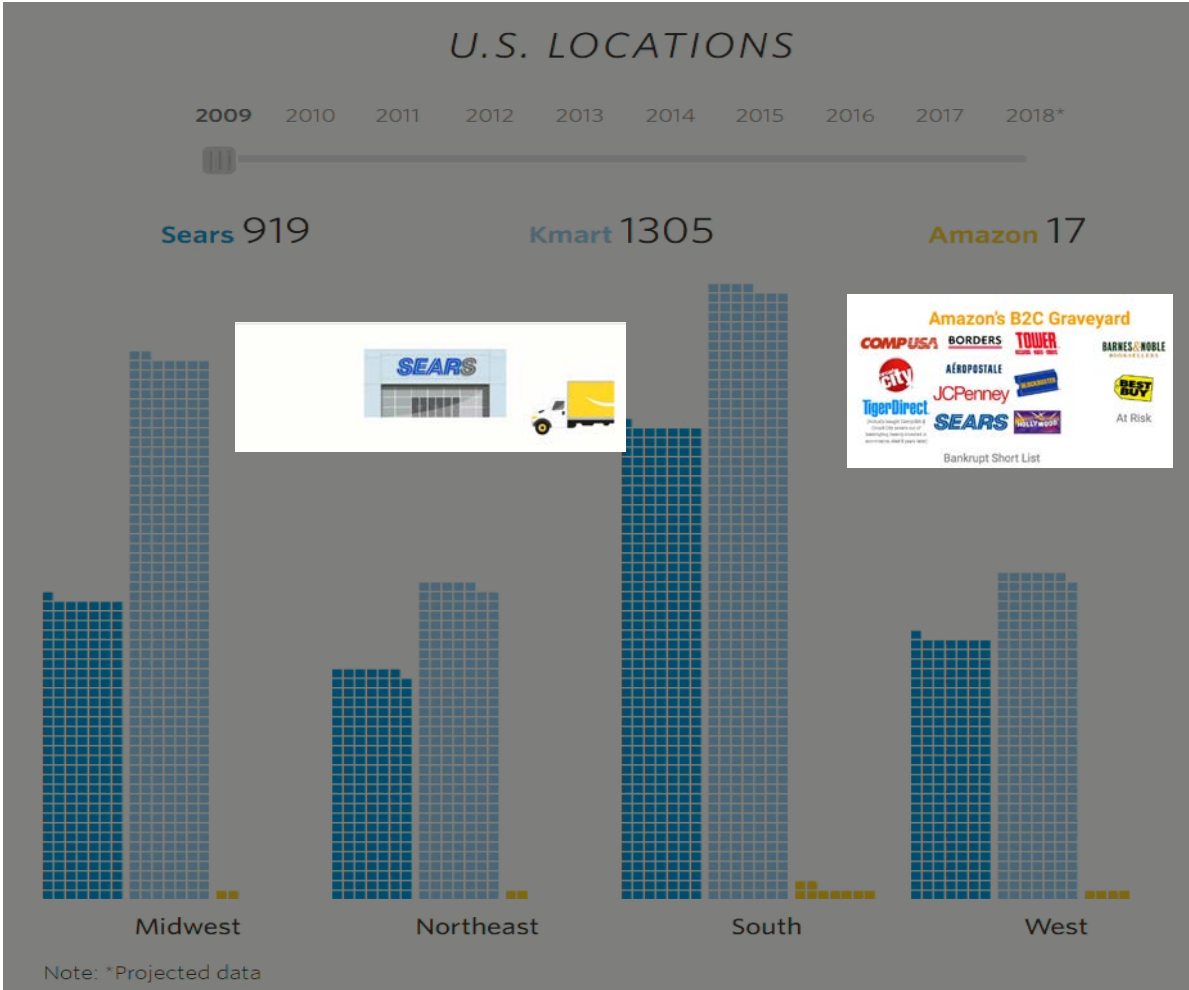


AMAZON BUSINESS PRIME

AI

DISRUPTION

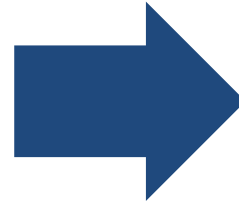
AMAZON DISRUPTION OF RETAIL



Source: Bloomberg analysis of data from Amazon.com and the American Community Survey



AMAZON'S B2B IMPERATIVE



Avg. Order Size = \$35

Avg. Order Size = \$250



THE AMAZON ERA'S CONSEQUENCES FOR DISTRIBUTORS



01

MAJOR EROSION OF SALES & PROFIT

- 10% Loss of Sales Volume = **15% Drop** in Operating Profit
- 5% Avg. Price Decrease = **38% Drop** in Operating Profit
- Both Volume and Price Erode = **49% Drop** of Operating Profit!
- **Action Required: Analytics, Automation & Operational Excellence**

02

EMPLOYEE DISLOCATION

- **Excess Misaligned Sales Resources**
- **Action Required: Right-Sizing, Realignment and Up-Skilling**

4 GOLDEN GOALS

SELL **MORE**

IN **LESS TIME**

AT THE RIGHT **PRICE**

WITH FEWER **SALES PEOPLE**

WHAT IS SALES ENABLEMENT?

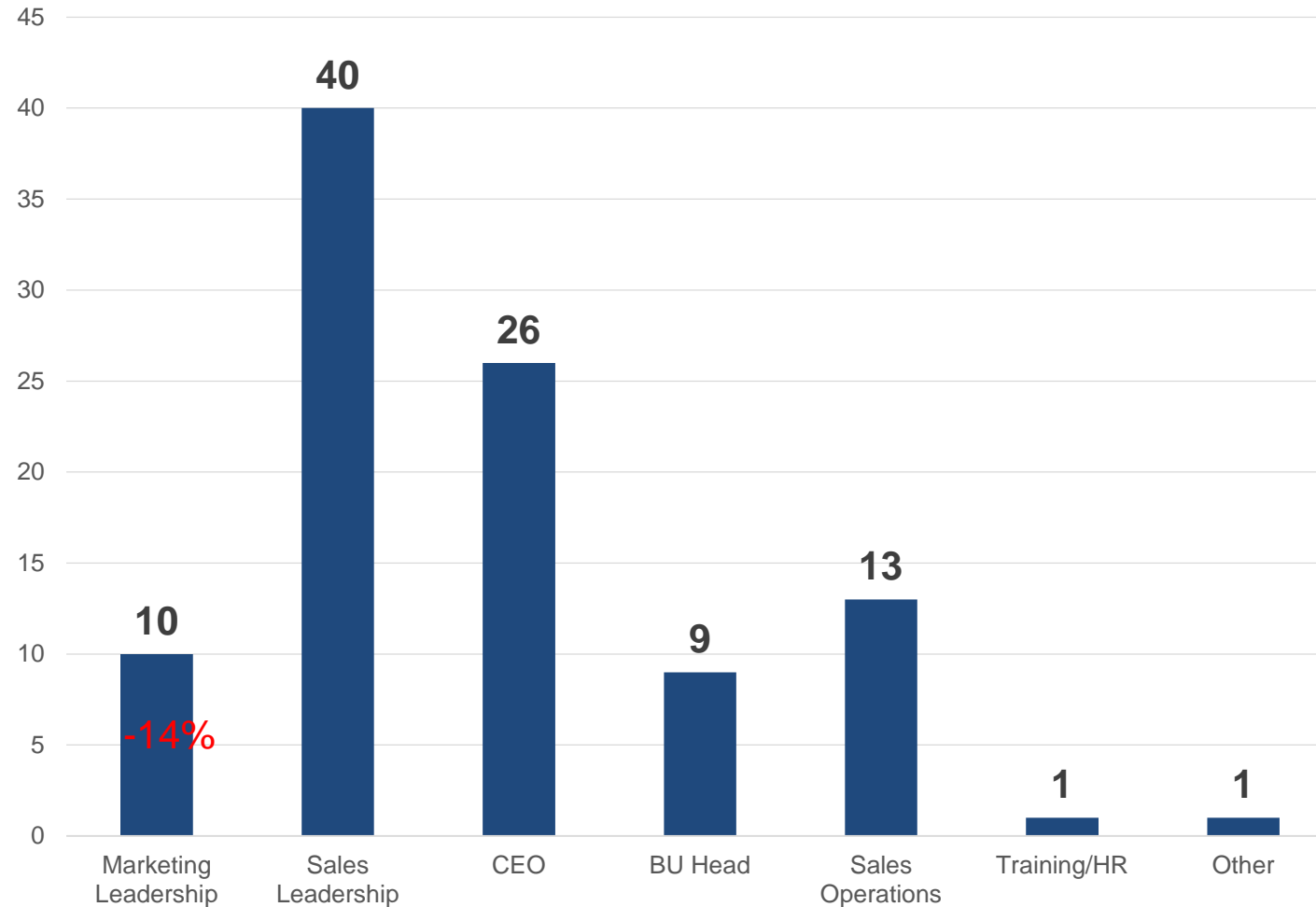
There is an important revolution underway when it comes to the practice of selling in the business to business (B2B) environment.

SALES FORCE ENABLEMENT

A strategic, collaborative discipline designed to increase predictable sales results by providing consistent, scalable enablement services that allow customer-facing professionals and their managers to add value in every customer interaction



WHERE DOES SALES ENABLEMENT REPORT?



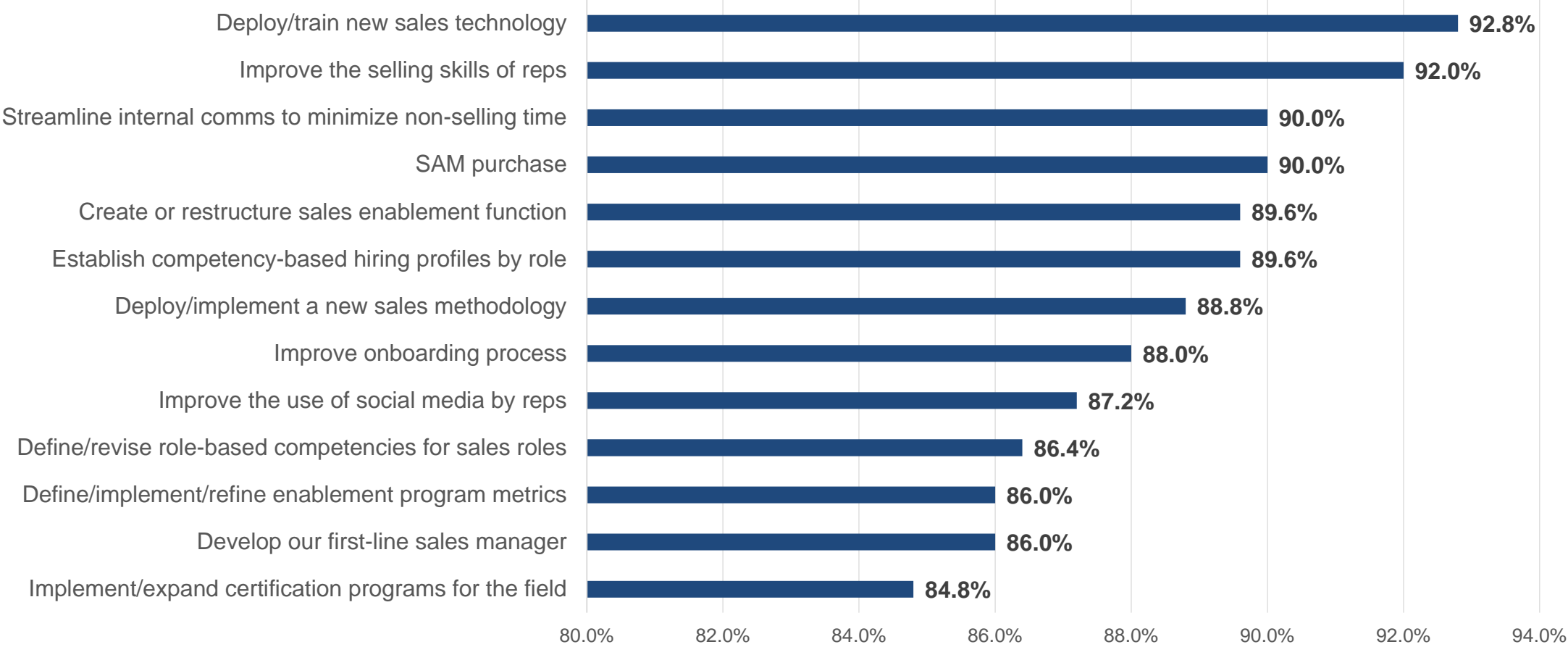
High performing organizations are...

96%

...more likely to have sales enablement reporting to

CEO

SALES ENABLEMENT TOP INITIATIVES – HOW IS IT POSSIBLY TO DO ALL THAT?



THE REVOLUTION!

‘Sales Enablement’ is fueling the emergence of new technologies that are enabling B2B companies to do more for less.



Sales Enablement in Distribution

Common Myths

OPERATIONS



Sales Enablement is not a multi-year initiative like you've experienced with ERP and order management

USE-CASES



COST vs PROFIT



Sales Enablement in Distribution

Common Myths

OPERATIONS



Often no IT involvement. Less than 6 months (2 months is typical)

USE-CASES



COST vs PROFIT



Sales Enablement in Distribution

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USE-CASES



Sales Enablement is not the same thing as account management, order capture and retail execution

COST vs PROFIT



Sales Enablement in Distribution

Common Myths

OPERATIONS



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USE-CASES



Can capture key knowledge and data on accounts and activities that often disappear when reps leave.

COST vs PROFIT



Sales Enablement in Distribution

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COST vs PROFIT



Sales Enablement isn't an infrastructure expenditure that simply adds to operational costs

Sales Enablement in Distribution

Common Myths

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USE-CASES



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COST vs PROFIT



New reps can ramp quickly, reps can negotiate addition of new and higher margin products

WHO TO SELL TO AND WHY

HOW TO ENGAGE & WHEN

WHY TO SELL & FROM YOU

WHAT TO DO TO CLOSE

HOW TO UP/CROSS-SELL & RENEW

HOW TO MANAGE, COMPENSATE, TRAIN, ONBOARD, REINFORCE, COACH

Web Visitor ID/Tracking

Account Targeting - Predictive Scoring

Presentation Creation

Video Selling

Unified Activity Entry & Look Up

Scheduling

Online Meetings

Value Selling & ROI

Sales Process & Activity Management

Revenue & Renewal Management

Skills Development and Reinforcement

Database Cleanse & Append

Lead Lists/Building

Sales Enablement/Content Management

Sales Prospecting & Engagement

Outreach Email Workflow

Buyer Consensus

eSigning

Sales Forecasting & Reporting

Video Practice & Role Play

Web Lead Clipping

Installed Tech Stack

Sales Personalization/Trigger Events/Social Selling

Specialized Mobile

Tactile Selling

Call-Back Web Lead Capture

Email Reply Mining

Channel Management

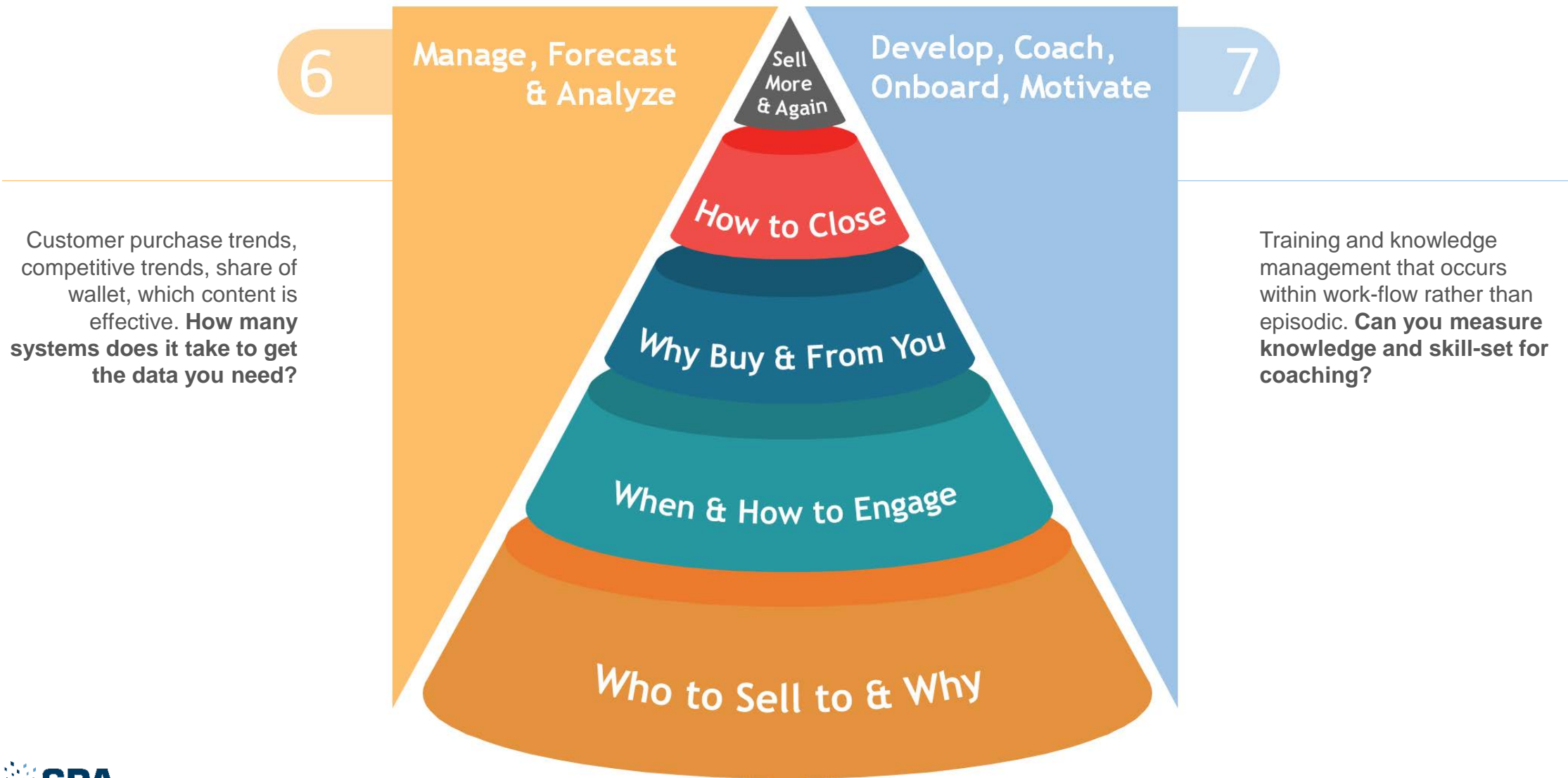
Quota & Territory Management

Sales Compensation

SALES PRODUCTIVITY HIERARCHY



SALES PRODUCTIVITY HIERARCHY



UPSKILLING THE SALES FORCE TO DRIVE CUSTOMER VALUE & PROFITABLE GROWTH

NEGOTIATION



How do I get **paid** for customer value added & **drive** profitable deals?

PERSONALITY



How do I **read and reach** the diverse individuals I sell to – better than a machine?

RELATIONSHIPS



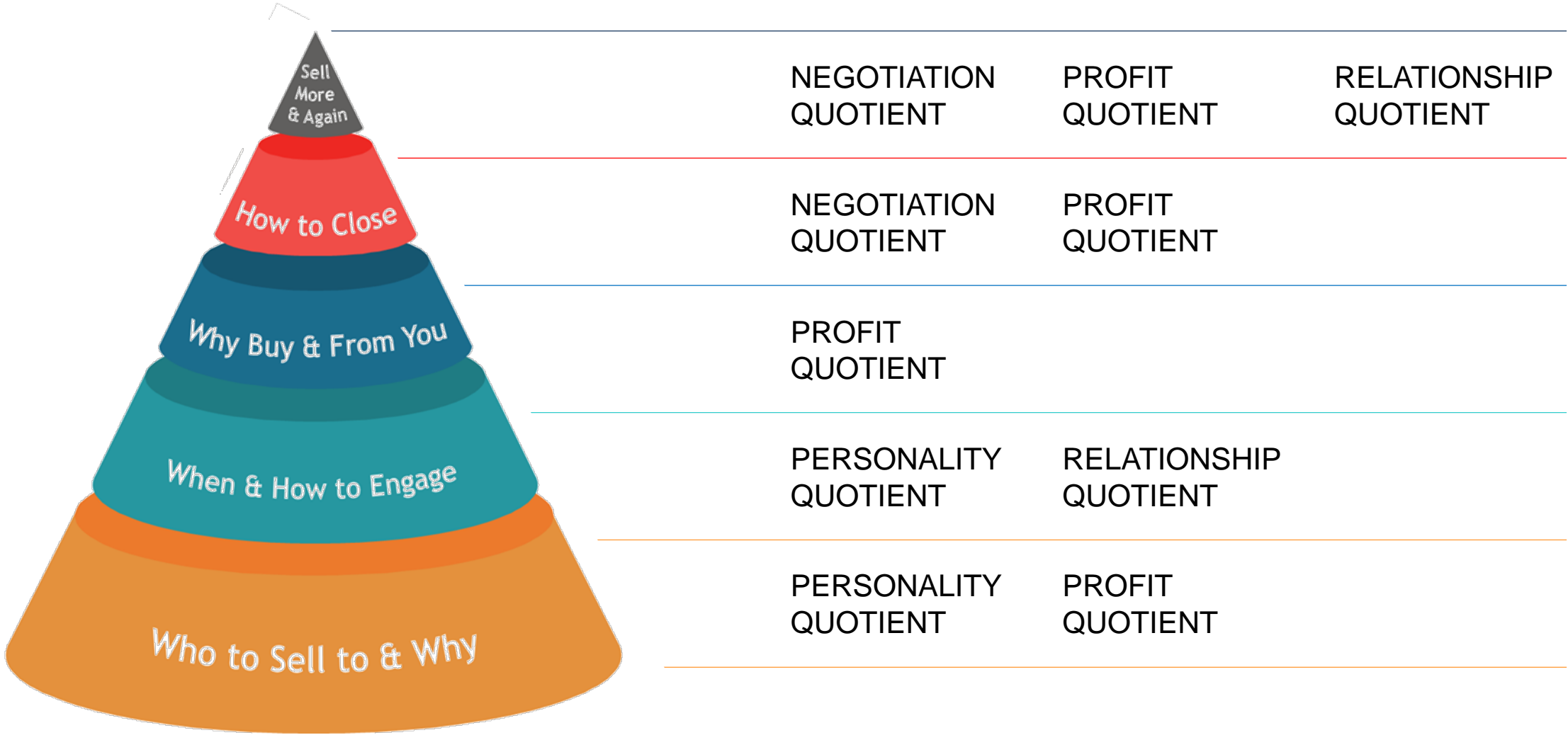
How do I **build and sustain** deep, competitor-proof, transformative customer relationships?

PROFIT



How does my company, and my customer's company, make a **profit**, and how do I help them drive profitable **growth** – now and in the future?

CORE SKILLS TO ENABLE SALES HIERARCHY MASTERY



CORE TECHNOLOGY TO ENABLE SALES MASTERY



Do You Have The **Essential Technology Enabled Capabilities** Needed to Achieve the 4 Goals of the Sales Enablement Revolution?



CAPABILITIES ASSESSMENT

How well equipped are your salespeople to build their territory, book-of-business, and margins?

CAN REPS...

- ☐ Visualize their territory for efficiency and accountability & notify accounts?

Sales Automation

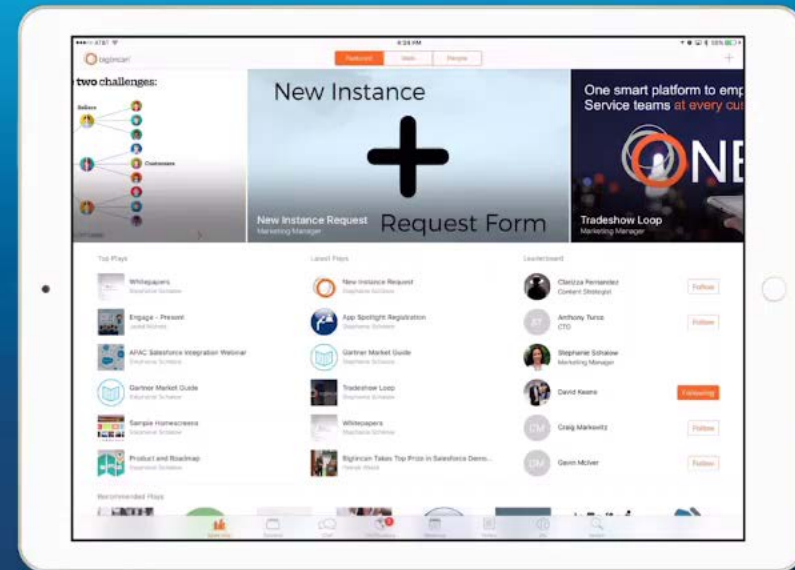


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- ☐ Get push alerts on key accounts and announcements?





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- ☐ Visualize their territory for efficiency and accountability?
- ☐ Get push alerts on key accounts and announcements?
- ☐ Access sales collateral, promotion and marketing programs— even offline and send to prospects?





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CAN REPS...

- ☐ Visualize their territory for efficiency and accountability?
- ☐ Get push alerts on key accounts and announcements?
- ☐ Access sales collateral, promotion and marketing programs— even offline?
- ☐ Get in the moment pricing and on-hand information, delivered direct to their device?





CAPABILITIES ASSESSMENT

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CAN MANAGERS...

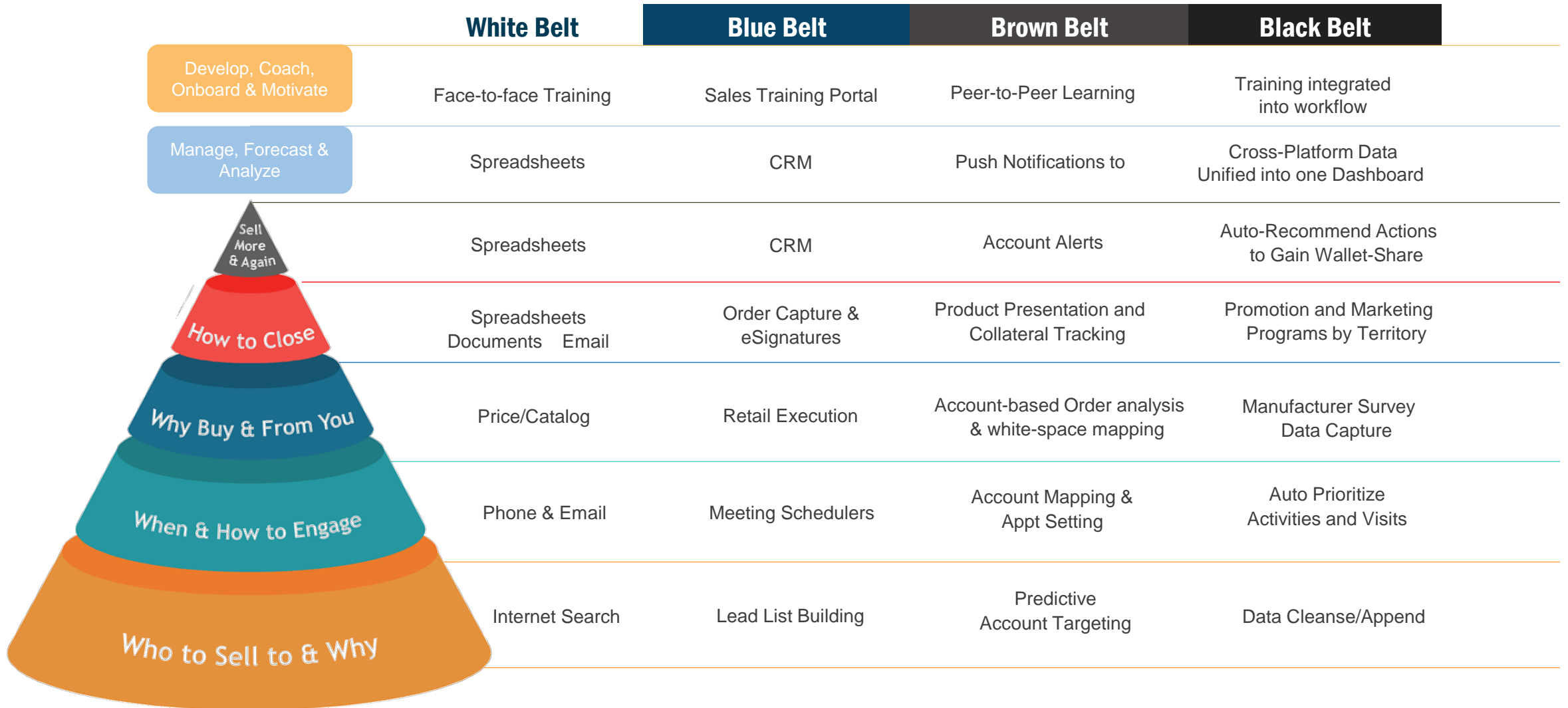
- ☐ Visualize their territory for efficiency and accountability?
- ☐ Get push alerts on key accounts and announcements?
- ☐ Access sales collateral, promotion and marketing programs– even offline?
- ☐ Get in the moment pricing and on-hand information, delivered direct to pocket?
- ☐ Complete offline retail execution for merchandise tasks and promotional compliance?



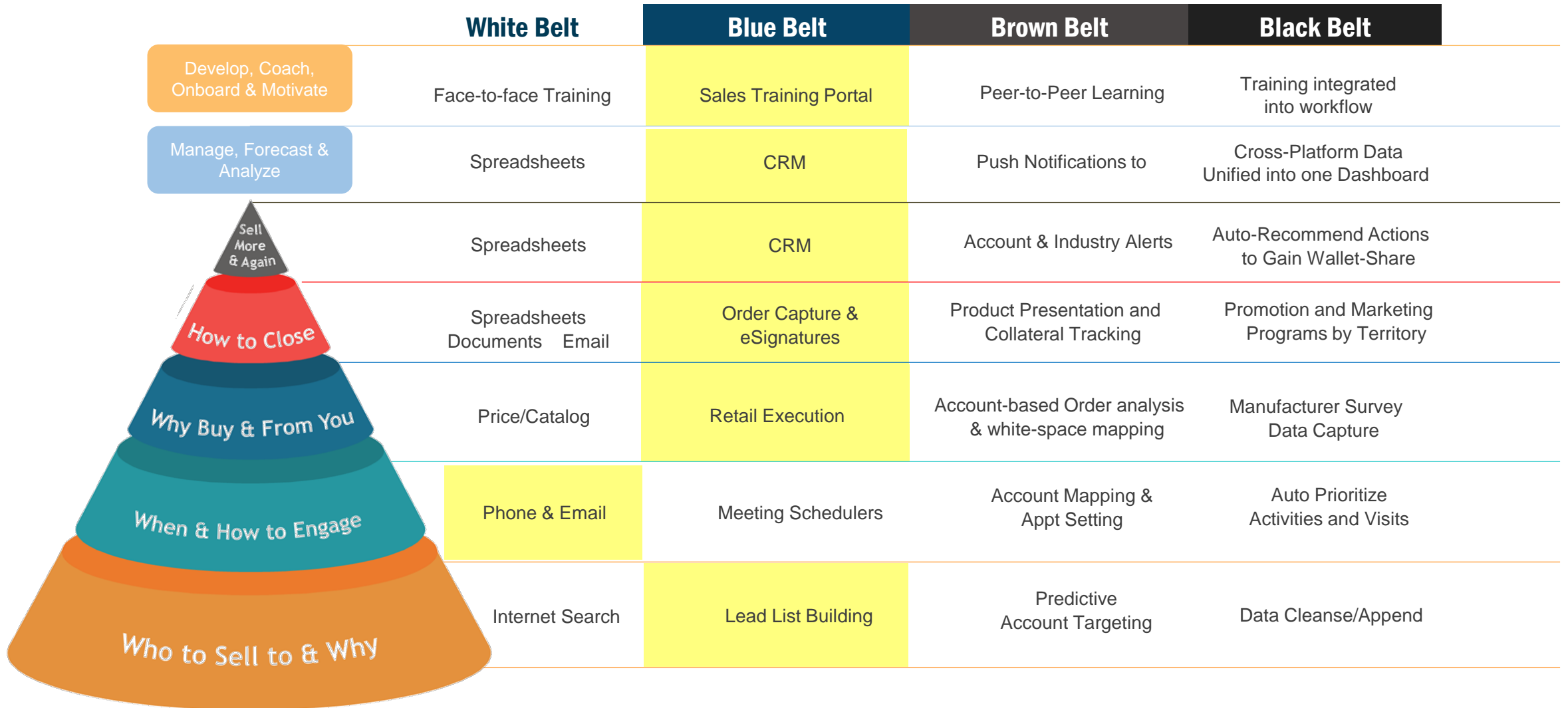
NANCY NARDIN'S SALES TECHNOLOGY LANDSCAPE 2018



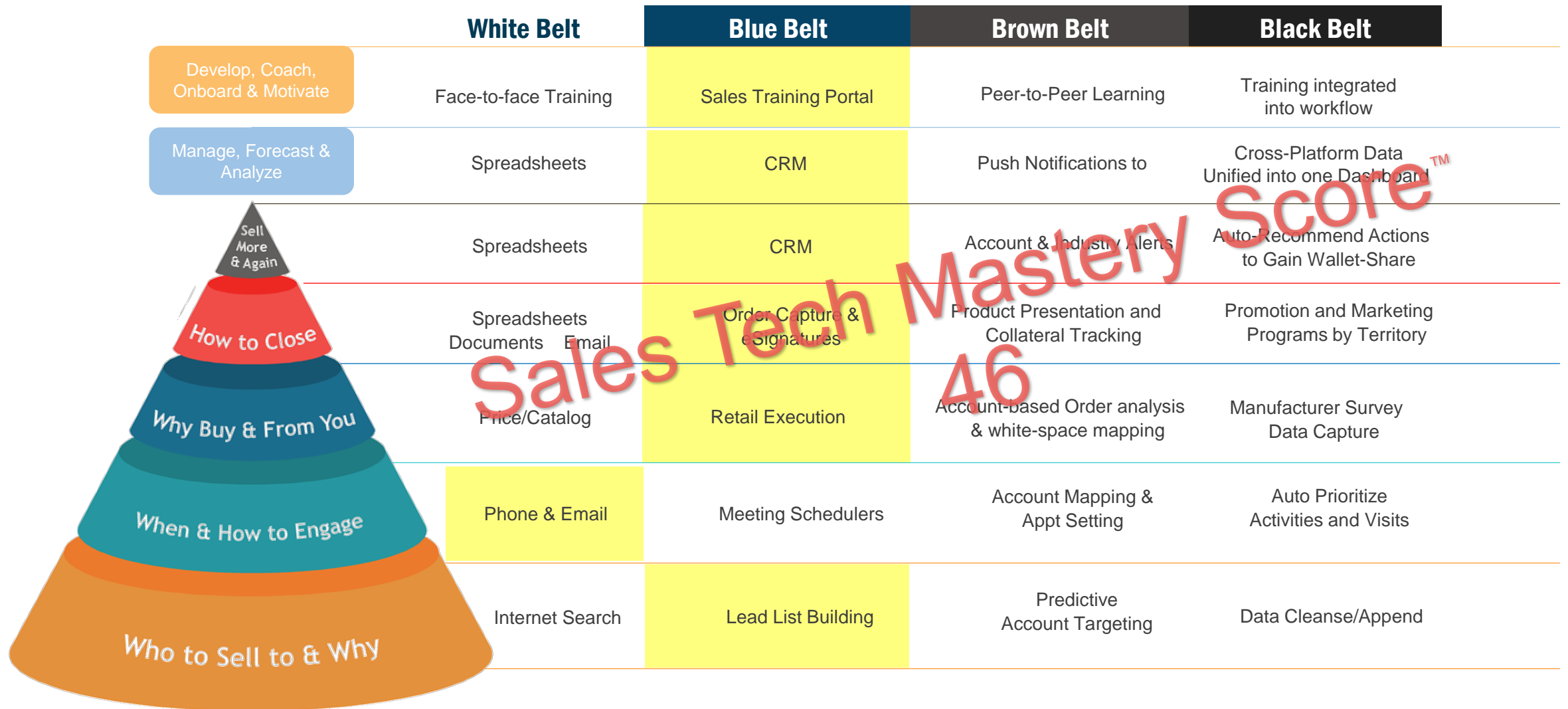
SALES TECH HIERARCHY MASTERY



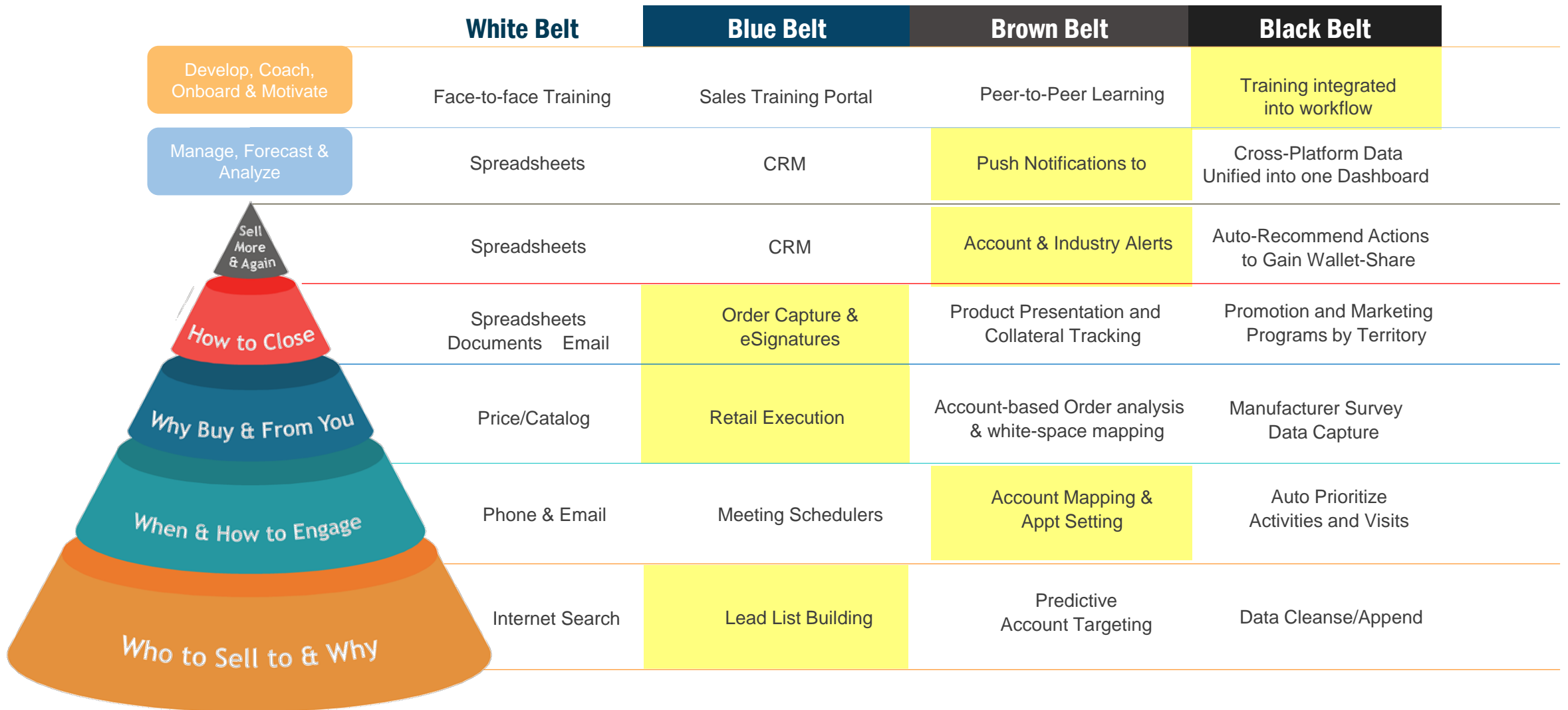
SALES TECH HIERARCHY MASTERY



SALES TECH HIERARCHY MASTERY



SALES TECH MASTERY EVOLUTION



How Impactful is Your Training?

- | | |
|---|--|
| <ul style="list-style-type: none">• Do you struggle to get enthusiastic participation of your sales people? | <ul style="list-style-type: none">• Is your sales training integrated into CRM and other workflow platforms? |
| <ul style="list-style-type: none">• Do your sales people find your training engaging and entertaining? | <ul style="list-style-type: none">• Does your sales training leverage peer-to-peer learning? |
| <ul style="list-style-type: none">• Do your sales people often fail to complete your training? | <ul style="list-style-type: none">• Do your sales people naturally consume your training faster than expected? |
| <ul style="list-style-type: none">• Does your sales training lack retention programming to drive long term mastery? | <ul style="list-style-type: none">• Are your sales people distracted by social media and entertainment? |

How do we drive impactful training in a distracted, time-pressured world?

BINGE-WORTHY TRAINING® FOR LIFELONG DAILY LEARNING

Simple, Intuitive,
Drip Learning



Engaging &
Entertaining



Social &
Mobile



Peer Coaching &
Collaboration



Gamification &
Metrics



DEEP LEARNING ISN'T JUST FOR MACHINES ... IT'S FOR PEOPLE TOO!

ENABLING PROFITABLE GROWTH IN THE AMAZON ERA

01.

**Evaluate
Capabilities &
Identify Gaps**



02.

**Plan Sales
Migration &
Realignment**



03.

**Develop Sales
Enablement
Playbook**



04.

**Deploy Automation,
Workflow &
Decision Support
Tools**



CONCLUSION

MINDSET SHIFTS IN THE AMAZON ERA

CONSCIOUSNESS
MINDSET

TECHNICAL
MINDSET

LEARNING
MINDSET

Success (and survival) requires that you focus on making impactful changes to your capabilities

**Develop Your Sales
Enablement Playbook**

**Transform or
Be Left Behind**

**Executives are
Those Who Execute!**



QUESTIONS?

THANK YOU