



THE EVOLUTION OF THE SALES REP

Where We Were, Where We Are Now

Today's sales cycle is more complex than ever before. Buyers now flow through multiple channels on their way to a purchase, options and information are abundant, and attention spans are fleeting. To succeed in this digital world, modern sales reps must embrace next generation technologies that truly define a new way of selling.

Where We Were: THE TRADITIONAL SALESPERSON

STATIONARY

Traditional sales reps spent their days locked behind computer screens, cold calling prospects. Today, the average cold-call-to-appointment success rate is less than 3%.



VS.

Where We Are Now: THE DIGITIZED SALESPERSON

MOBILE

Instant, on-the-go access to information and intelligence improves sales rep productivity. Companies with mobile access to marketing content achieve 29% better lead conversion rates than those that do not.^[1]



MANUAL

A traditional salesperson spent 21% of their time – 10.7 hours a week – on manual and administrative tasks like filing paperwork, updating spreadsheets, and attending meetings.



VS.

AUTOMATED

Automation of administrative tasks gives reps the room to focus on finding, nurturing, and closing the right sales opportunities.



SALES AS AN ART

Rather than utilize data, many reps relied too heavily on relationships, didn't recognize changing consumer patterns, and stayed within their traditional target markets.



VS.

ANALYTICS DRIVEN

Apps that harness automated adaptive modeling, machine learning, and real-time interaction management give reps the real-time insight to focus on the deals with the greatest likelihood to close and the next-best-action intelligence to close deals faster, for more money, in less time.



INFORMATION PROVIDERS

A salesperson used to serve as an essential source of information for customers. Now buyers go through nearly 60% of the sales process before engaging a rep.



VS.

CONTENT CLARIFIERS

Today's buyers have access to a wealth of information. It's the rep's role to cut through the noise, deliver new insights, and help buyers navigate the alternatives based on their understanding of customers as individuals.



Sources:

<http://blog.hubspot.com/sales/takeaways-from-to-sell-is-human#sm.000dic1v917beeqvzi184xrs3qw5>

^[1]<https://accent-technologies.com/blog/2016/02/29/why-mobile-apps-are-crucial-for-sales-enablement/>