

Future of Sales: Bleak or Bright?



Edward Hunter

Head of India- Sales Solutions

[LinkedIn](#)



of buyers don't believe sales understands their business and don't think they can help



BUYERS

find it more productive
to spend their time online

A man is shown from the chest up, wearing a brown herringbone jacket over a blue denim shirt with a patterned neckerchief. He is holding a brown leather strap with a metal ring and a tag. The background is blurred, suggesting an outdoor setting. The text 'BUYERS expectations have risen' is overlaid on the left side of the image.

BUYERS

expectations have risen

AUTOMATION & AI
are disrupting the economy and
making sales jobs disappear





**THE BRIGHT
Future of Sales**

THE CUSTOMER RELATIONSHIP CONTINUUM

TRANSACTIONAL

FUNCTIONAL

STRATEGIC

THE CUSTOMER RELATIONSHIP CONTINUUM

TRANSACTIONAL

FUNCTIONAL

STRATEGIC

TRANSACTIONAL



Of sales people on LinkedIn have these skills tagged on their profiles

THE CUSTOMER RELATIONSHIP CONTINUUM

TRANSACTIONAL

FUNCTIONAL

STRATEGIC

FUNCTIONAL

1.8x

More in demand
compared to
transactional skills

THE CUSTOMER RELATIONSHIP CONTINUUM

TRANSACTIONAL

FUNCTIONAL

STRATEGIC

STRATEGIC

3x

More in demand
than the most
common sales
skills

THE CUSTOMER RELATIONSHIP CONTINUUM



TRANSACTIONAL

FUNCTIONAL

STRATEGIC

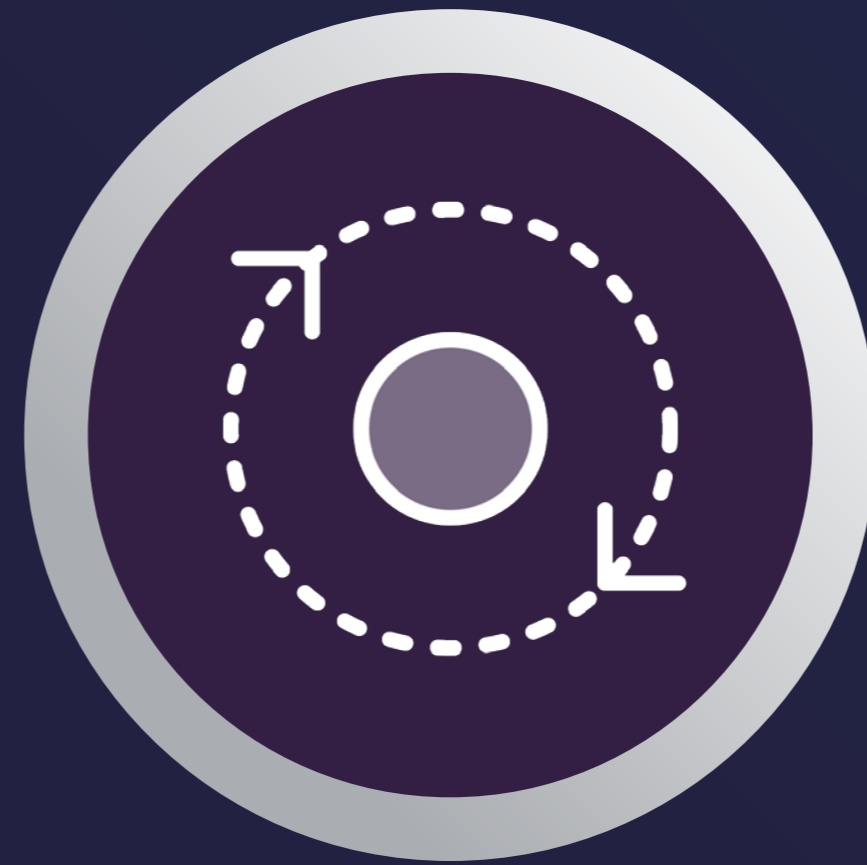


SALES NEEDS TO CONTINUE TO EVOLVE

THREE KEYS TO SUCCESS



Converging sales and
marketing



Using sales automation
to help B2B sales



Personalization
at scale



USING SALES AUTOMATION to help B2B sales

**FREE UP TIME BY DOING REPETITIVE
AND LOWER VALUE TASKS**



ONLY

40%

Time is spent selling,
the rest is on admin
and training



CSO Insights

The Research Division of Miller Heiman Group

A person is seen from the side, sitting at a wooden desk and working on a silver laptop. The desk is cluttered with a vase of white flowers, a small potted succulent, and a pen holder. In the background, a window shows a blurred outdoor scene. A dark blue banner with white text is overlaid on the image.


IMPROVE REP PRODUCTIVITY

 **Product Marketing Manager** - Director, information technology and service

 **Solar Panel Company** - technology, San Francisco Bay Area

 information technology and services, San Francisco Bay Area, 100 - 500 employees

 **VP of Sales** - Director

 **Lauren Holmes** · 3rd
Senior Manager of Marketing at Company

 **John Smith** · 2nd
VP of Product Design at Company

TRY THESE SEARCHES



Search for Leads
based on sales preferences

[View Results](#)



Search for Accounts
based on sales preferences

[View Results](#)



More likely to respond
from saved leads

[View Results](#)



Recent Job Changes
from saved leads

[View Results](#)

SEARCH TIPS

- Target the right people by **seniority, geography, function,** and more

FILTER YOUR UPDATES

Most important

Most recent

BY TYPE

Job changes

Suggested leads

Lead news

Lead shares

Account news

Account shares

BY TOP ACCOUNTS

Google 99+

Facebook 99+

Target 54

Adobe 99+

LinkedIn 99+

SoundHound Inc. 15

Tumblr 18

update on LinkedIn

SELLING INDEX

⬇️ Up 1%
in the past week

YOUR PROFILE

viewed your profile in
3 days

WED

emper

ng

Whitley

Krishnan

AVERAGE USER BENEFITS FROM AUTOMATED INSIGHTS BY

FINDING

4.5x



More decision makers in their target audience

AVERAGE USER BENEFITS FROM AUTOMATED INSIGHTS BY

FINDING

4.5x



ENGAGING

5x



More decision makers in their target audience

AVERAGE USER BENEFITS FROM AUTOMATED INSIGHTS BY

FINDING

4.5x

ENGAGING

5x

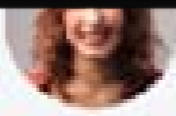
CONNECTING

2.1x

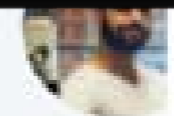
More decision makers in their target audience




**LEARN ABOUT PROSPECTS & GIVE REPS
NEW VALUABLE AUTOMATED INSIGHTS**



Marketing Associate at
Ventofase



 Job Change



Jane Buescher started as a Vice
President of Marketing at
Trustway Corporation

1h

Previously Vice President at Techcore

[Message](#)

 Profile Views



5 saved leads viewed your profile

2h



[See all viewers](#)

 Lead Updates



Christina Perry
Vice President
Flexis Corporation

1h

Shared:

Lorem ipsum dolor sit amet, consectetur adf



Infosys[®]

CASE STUDY
Nitesh Aggarwal
AVP, Sales
Effectiveness



THE BRIGHT
Future of Sales