The business world, thanks to its high-performers, has always been agile around challenge and change. That has certainly been true of late, with great opportunity being recognised amongst the uncertainty.

To identify and take advantage of this opportunity, enormous flexibility is required.

In fact, we are seeing the growing trend that work can be done from anywhere, across geographies and time zones. As sales leaders we must ensure our policies, organisations, technologies and behaviours are flexible enough to enable high performance in any situation.

As leaders, we should demonstrate that flexibility for employees and customers.

And what better way than to ask leaders who have done exactly that?
We spoke to sales leaders across Australia and New Zealand who are leading the charge. Here we share their insights on how to demonstrate flexibility for employees and customers.

This includes an increased awareness of wellbeing, the need for new skills training, and greater empathy around challenges being faced by all stakeholders.

The shorter sales cycles and faster response times highlight the digital imperative – our systems should allow for the rapid scaling and automation of processes.

That’s what this e-book is all about: how leaders can adapt to change. In this book, you will find insights on how to skill up your team, scale up your operations and speed up your revenue.

In 2021 and beyond, success in sales leadership will be all about the things that empower us to be better humans – flexibility, empathy, awareness, upskilling and the automation of repetitive tasks to offer our people the time and space to truly excel.
Busy day? Here are a few short cuts to help you navigate this e-book.

Click on an industry expert to see their tips for sales leaders.
“Demonstrate empathy. Consider the wellbeing of your team in terms of introducing new skills. Think of alternative ways to upskill that is empathetic to individual needs against the business side.”
The Industry Experts

Charmaine Keegan
Founder, Director & Lead Trainer,
Smarter Selling

Duncan McIntyre
Head of Sales APAC,
Canva

Jane Brown
Area VP - Communications,
Media & Utilities, Salesforce

Emma Rutter
Senior Learning Solutions Consultant, Go1

Christian Gorton
Senior Director, Sales Programs,
ANZ, Salesforce

James David
Associate Director of Enterprise Sales, Datacom
Skill up your team

Right now, all the rules in business are being rewritten. Sales have gone digital, teams have gone virtual. This calls for leadership to step up and bring big ideas to fruition.

That’s why we have interviewed the best sales leaders to hear the best ideas on how to sell, coach and grow your business virtually.
1. Charmaine Keegan
Founder, Director & Lead Trainer, Smarter Selling

“Train your team to listen, understand and connect with customers at the beginning of the sales journey. Don’t be obsessed with closing.”
“Understand what skills to prioritise on an individual level. This will help you develop a coaching plan that helps maximise impact and amplify drive and motivation.”
“Demonstrate empathy. Consider the wellbeing of your team in terms of introducing new skills. Think of alternative ways to upskill that is empathetic to individual needs against the business side.”
First impressions count; you want to be honest, genuine and understanding to your customer and their needs to build trust. If you can’t solve someone’s problem, be honest and explain why you can’t solve it. They will remember your sincerity and potentially come back to you in the future when you can solve their problem.

Emma Rutter
Senior Learning Solutions Consultant, Go1

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“Always be learning: The more you read or learn, the more interests you have to talk about with someone else, and improve your own ability to be successful. Our working and personal worlds keep changing and people want to talk with someone who can provide useful information or advice. Be that person.”

Tip #1
“Regularly run short sharp experiments, break your team into smaller groups and have them share what they’ve learnt with the wider group. Group learning is motivating and effective and helps your overall team culture.”

Tip #1
“Be flexible enough to deal with different buying behaviours when forecasting. Understand the right levers at the right time to craft the transaction.”
“Invest and train teams to interact and engage with customers through digital and social. Traditional phone selling is important, but customers are now attuned to communications through modern means.”
Scale up your processes

Change is all around us. The only way to stay one step ahead is to adapt, and quickly. Change means that you can choose new ways of working, smarter processes and technology that makes your world more efficient.

In sales that means unlocking the power of technology to fast forward the way you work, smarter and at scale.
“Allow time to creatively collaborate with your team; review, analyse and ideate on what worked and where you can improve. As a team, set a quarterly focus on skills improvement to develop a culture of awareness and lifelong learning.”
“Plan well but be prepared to change course if necessary. Be flexible in terms of what you can achieve and when. Time is at a different premium these days.”
“Take a blended approach with in-person and digital interactions. Online customers have certain expectations, such as speed of response. In person they need human triggers. Using both will help build trust and grow your business.”
“Focus on the tasks your team undertakes each day, week and month, and zone in on the highest value activities, plus the most monotonous or time-consuming tasks. Then research solutions available in the market to remove the most repetitive, time-wasting tasks, freeing up the team’s time and energy for higher value activities.”
“Technology is there to help us and we need to learn to use it to the best of its ability. Be sure to get a CRM with as many different plugins with AI features as possible. The aim with any new system should be to increase the percentage of time selling, which will automatically increase revenue.”
“Analyse your payback period to help provide a benchmark for minimum capacity of a sales hire, and the structures and support systems you need to build around them.”
With the world switching to virtual solutions, sales have picked up speed. You can boost your own sales momentum by thinking outside the box, from customer journeys to new routes to market.

In this chapter we speak to experts on how to take your sales into overdrive, with the clever use of technology, training and digital transformation.
“Define your target market early and spend as much energy and focus on getting in front of the people that your service can legitimately support.”

Emma Rutter
Senior Learning Solutions Consultant, Go1
“Hire people whose intent is to help somebody. Revenue flows when you have the right people working alongside you.”
“Define which accounts or business units of accounts are more transactional and will create a run rate business. Also define which are longer-term more strategic-focused that will generate larger opportunities. Focus on prospecting both in parallel in order to get things kick-started in operating a two-speed business where possible.”
“As a sales leader, perhaps your number one job is to identify areas of friction in the sales process. You know the type: slow pricing turnaround, lengthy legal delays, generic tender responses that take too long to prepare. Removing these kinds of obstacles will automatically speed up sales and make a huge difference in the lives of your sales team.”
Sense check decision making against a set of company values. As businesses rapidly grow, businesses can lose sight of the human element, but keeping these in check is ultimately what drives success.
“Get everyone in your organisation behind your 360 sales strategy and execution plan. Then based on your annual quota, work with your business units/services to ensure they are aligned and coordinated, to deliver and drive your run rate business in parallel with the larger longer term opportunities.”
“See teams working from home as an opportunity; this allows reps to connect with customers more frequently and quickly. Use virtual selling to your advantage.”
Success in sales leadership starts with you.

Skill up, scale up, speed up with Salesforce.

START YOUR JOURNEY