# Building Your Sales Technology Stack

With

## Shane Gibson
Professional Speaker & Author
@ShaneGibson

CPSA

Langara.
THE COLLEGE OF HIGHER LEARNING.

BCjobs.ca

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@ShaneGibson

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# SalesTech Landscape

SalesHacker.com

POWERED BY
VB | Profiles



**Engagement**

| INTERNET | EMAIL | VOICE | CHAT/MESSAGING | SOCIAL | IN-PERSON |
| --- | --- | --- | --- | --- | --- |

- ONLINE MEETING & SHARING
- EMAIL TOOLS
- SALES DIALER
- LEAD DISTRIBUTION & CALL MANAGEMENT
- PROACTIVE ENGAGEMENT
- SIGNALS & SOCIAL ENGAGEMENT
- MOBILE & FIELD SALES ENABLEMENT
- CALL TRACKING & SALES ACTIVITY LOGGING

**Productivity & enablement**

- CONTENT ENABLEMENT
- CONTENT SHARING
- MULTICHANNEL ORCHESTRATION
- SCHEDULING & APPOINTMENT SETTING
- QUOTE & PROPOSAL
- CONTRACT & E-SIGNATURE
- SALES GAMIFICATION
- PARTNER MANAGEMENT & CHANNEL ENABLEMENT

**Sales intelligence**

- DATABASE & LIST SERVICES
- COMPANY INTELLIGENCE
- BUYER INSIGHTS
- WEB & SOCIAL PROSPECTING
- ACCOUNT-BASED PLANNING

**Pipeline & analytics**

- PIPELINE MANAGEMENT (CRM)
- FORECASTING & PERFORMANCE MANAGEMENT
- PREDICTIVE ANALYTICS
- DATA VISUALIZATION
- INTERACTION ANALYTICS
- PRICE OPTIMIZATION & REVENUE MANAGEMENT

**People management**

- ONBOARDING & TRAINING
- SALES COACHING
- SALES APPRAISAL
- INCENTIVES & COMMISSIONS
- TERRITORY & QUOTA MANAGEMENT

"In Iron Man, you've got a gentleman who puts on a suit and becomes a super hero. What we want to do with sales is exactly that.

We want to take the subjective sales person who is guessing about what they should do (and) how they should do it and we want to … encapsulate that with a machine so they become a super sales person."
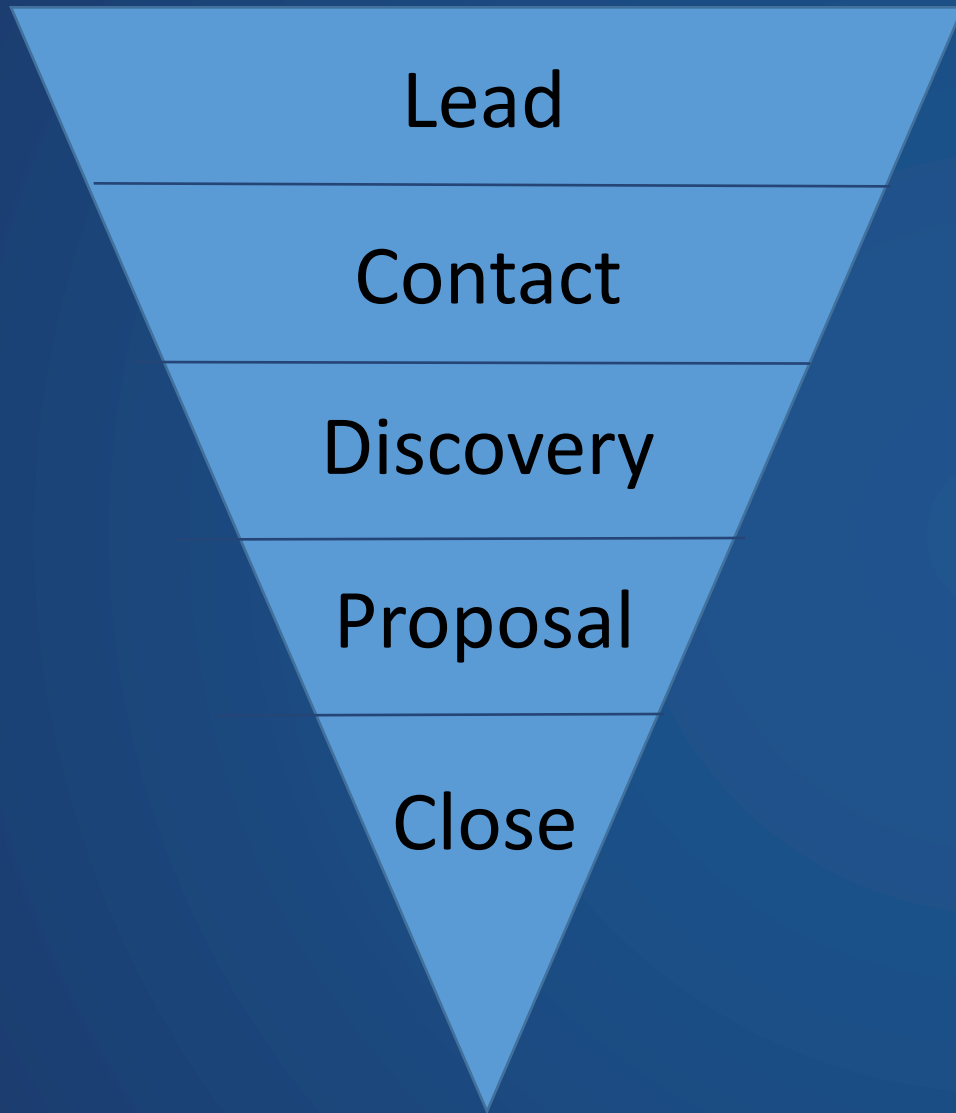
- Gabe Larsen of InsideSales Labs

# Exponential Sales Growth

"A coordinated, achievable series of shifts in your sales process, that together create sustainable and significant compound growth for you and your organization."

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Improving our sales process by **10% in 5 key areas** is the same as increasing our outbound sales calls or **increasing our marketing spend on lead generation by 50%.**
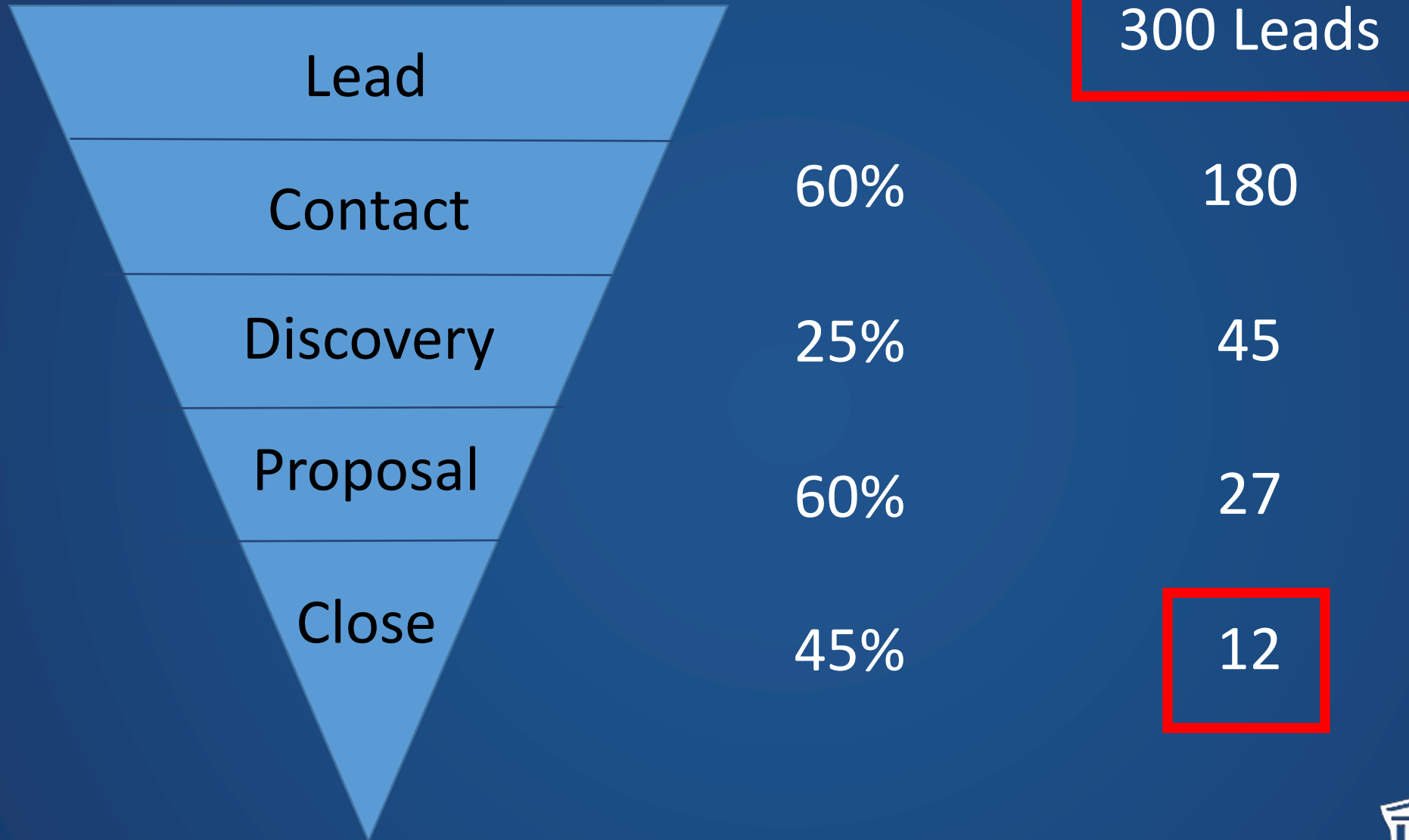
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# Or 50% sales increase with a 10% improvement in 5 areas?



| | | |
|---|---|---|
| Lead | | 220 Leads |
| Contact | 66% | 145 |
| Discovery | 27.5% | 40 |
| Proposal | 66% | 26 |
| Close | 49.5% | 13 |

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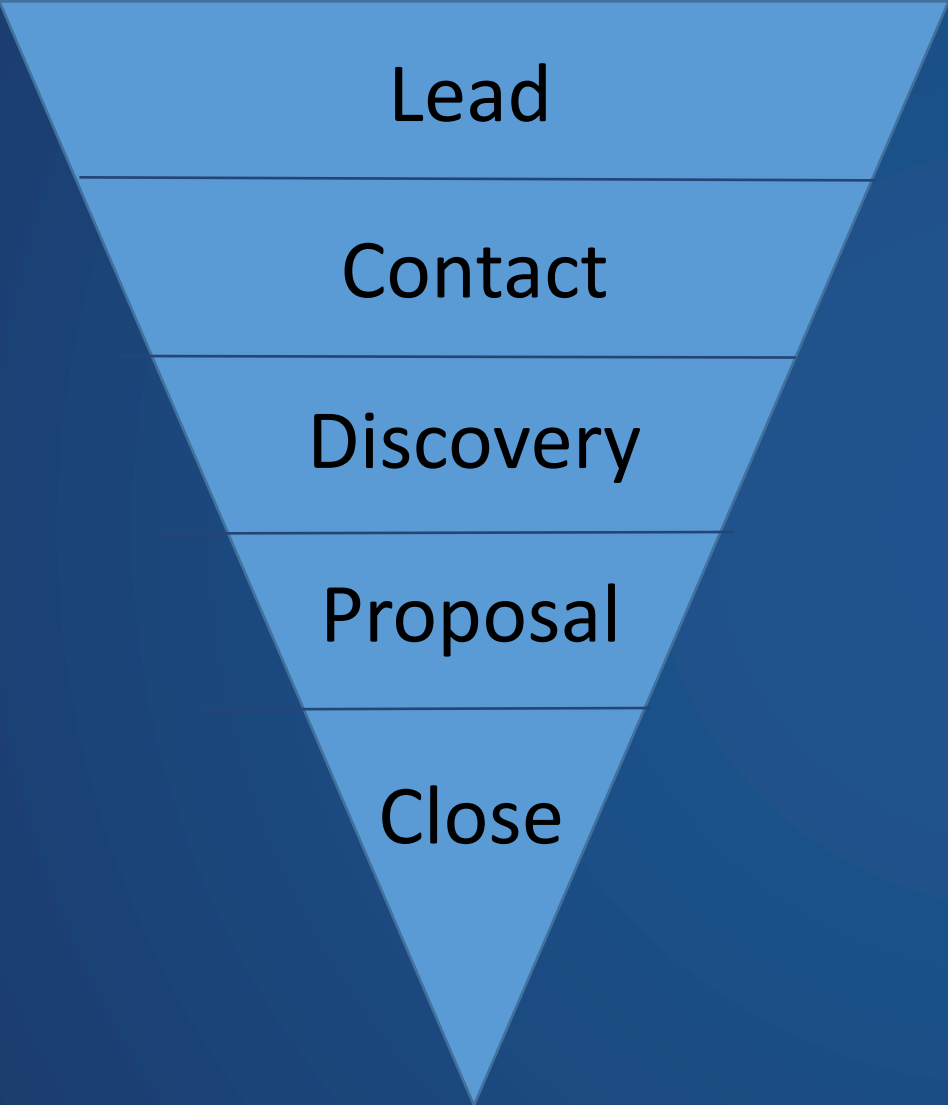
# Exponential Opportunities

1. The three vital components of a successful sales process

2. The impact that CRM and social media use has on quota attainment (CPSA 2017 Study)

3. The six types of SaaS/Cloud-based sales tools your team must use to compete and win

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"You can't control people but you can control the process."

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# Sales Process ROI

"We discovered that sales forces were most effective at managing their sales pipelines if they had invested time in defining a credible, formalized sales process.

In fact, there was an 18% difference in revenue growth between companies that defined a formal sales process and companies that didn't."

– Harvard Business Review (Jason Jordan Jan 21 2015)

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# 3 Sales Process Success Indicators

1. Quality and consistency of lead flow
2. Quality and depth of conversations
3. Quality and tenacity of follow-up

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# Vague Criteria Example

"Big organizations that need sales training."

# Very Specific Criteria

- SaaS Companies, Finance, Capital Equipment
- 20+ sales people
- In Vancouver, Toronto, Edmonton or Calgary
- $20 million + revenues per year
- Sells B2B solutions and products
- Is Growing or in transition
- Direct access to decision makers

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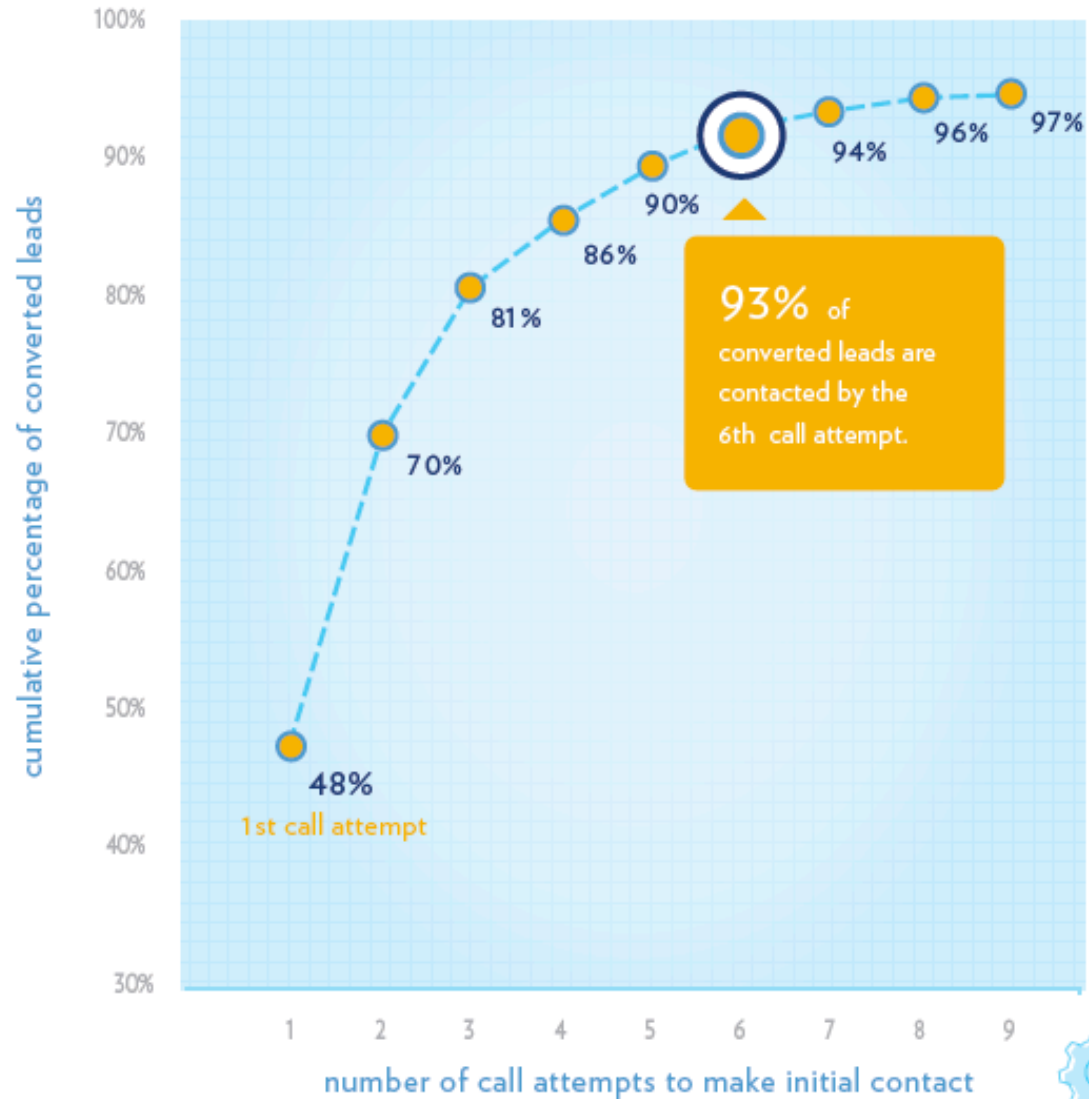**PSA** PROFESSIONAL SALES ACADEMY

70/30 Selling

# Rapid Response

- Odds of contacting a new lead is **100 times greater** within 5 minutes versus 30 minutes

- Odds of entering the sales process, are **21 times greater** when contacted within **5 minutes versus 30 minutes.**

  - Dr. James Oldroyd, Lead Response Management Study (InsideSales.com)

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Follow-up
5-6 times

Velocify
Study:

Figure 2: The Optimal Number of Calls

cumulative percentage of converted leads

93% of converted leads are contacted by the 6th call attempt.

97%
96%
94%
90%
86%
81%
70%
48%
1st call attempt

number of call attempts to make initial contact

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# Nurtured Leads

"Nurtured leads make 47% larger purchases than non-nurtured leads."

– Annuitas Group

According to Forrester Research, companies that excel at lead nurturing generate 50% more sales leads at 33% lower cost per lead.

- DemandGen Report

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# Coaching

- Sales teams who use sales performance coaching had 161% more wins.

- Close rates increased by 17%

- Teams that received 3+ hours of coaching per month performed at 107% of target on average

- Source: CSO Insights/SalesForce.com: https://www.salesforce.com/blog/2013/08/roi-of-sales-coaching.html

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# CRM Software

**2017 Study by CPSA and Shane Gibson:**

- 84.28% of respondents had a CRM in place. Of those, 72.76% met or exceeded quota

- 87% of sales people who don't use a CRM missed quota.

- 34.93% of respondents use Salesforce.

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# Social Selling

**2017 Study by CPSA and Shane Gibson:**

- 86.46% of respondents access social media at least once daily and 90.05% also met or exceeded quota.

- 50% of non-users missed quota last year.

- Those that used it for work 1-3 times a day outperformed non-users and users that used it 5+ times per day.

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# Building Your Sales Technology Stack

1. CRM
2. Lead Generation
3. Contact Enrichment and Intelligence
4. E-mail intelligence tools
5. Sales Work-Flow
6. Social Selling
7. Artificial Intelligence

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# Lead Generation & Management



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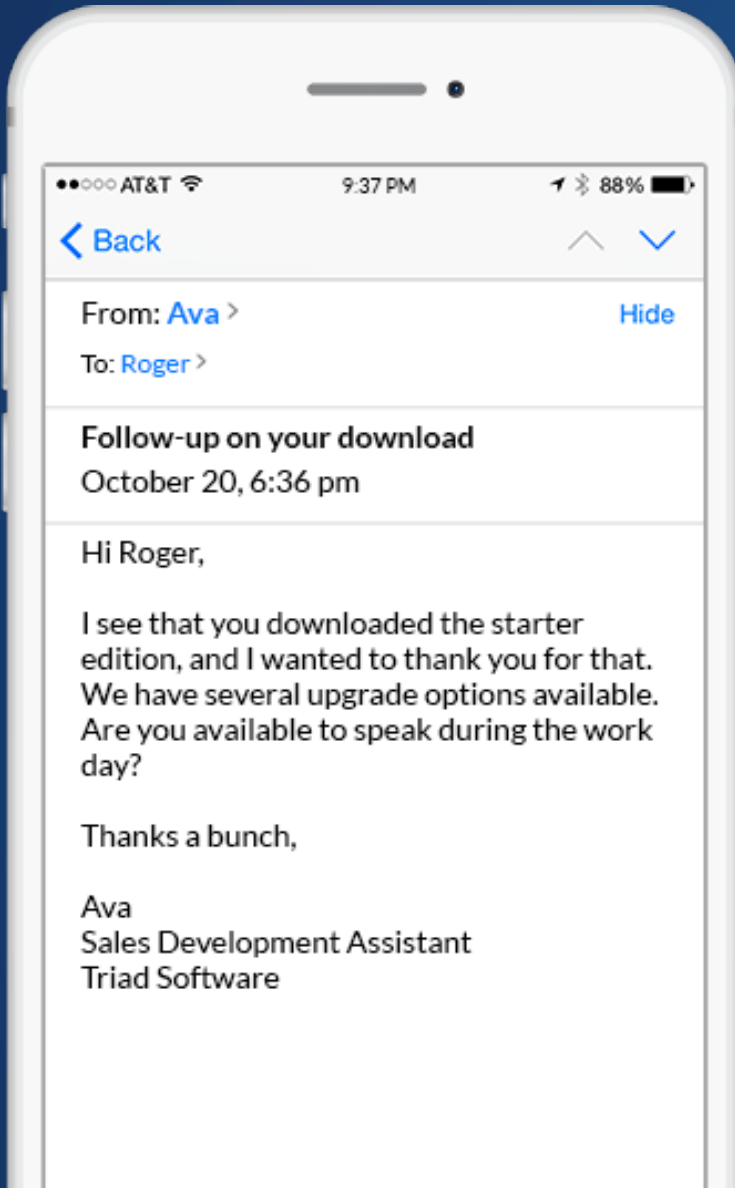
1. **Conversica intelligently engages lead -** Your automated sales assistant sends the first email to start the dialogue.

2. Then adjusts subject, timing, and body text based upon responses and a larger data set.

3. After an affirmative response Conversica will use qualifying questions coupled with prospect engagement behaviour to find the biggest and/or most likely opportunities.

4. Conversica will then set the appointment and transition the prospect to a real human agent/SDR

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# Email Intelligence Tools



Yesware

nimble

HubSpot
SALES

Prospect.io

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# AI (Artificial Intelligence)

Gong

INSIDE SALES .COM

X.

Crystal

**MileIQ**

**MileIQ** 11:33 AM 100%

View All Months

| May | $972 |
| 274 Drives 1,732 Miles | $1,051 Potential |

| April | ⭐ $564 |
| 131 Drives 1054 Miles | 100% Complete |

💼 93 Business Drives
🏠 38 Personal Drives

📊 Send April Report

⊕ Go to April Drives

| March | $461 |
| 119 Drives 862 Miles | $175 Potential |

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Rogers Wi-Fi 1:21 PM 73%

🔍 Search

**10,072**
View connections | Find nearby | Add contacts

No pending invitations    **Manage all**

People you may know

**Terry McAdams**
Owner, MacTech Solutions and Informati...
◯◯ 8 mutual connections
[ Connect ]

**Adrian Kalman**
Recruiter
◯◯ 101 mutual connections
[ Connect ]

**Annemarie Cilliers**
Productivity Consultant | CRM Manager for Sens...
◯◯ 1 mutual connection

**Gilad Rosinger**
Entrepreneur | Founder & CEO at Radiant Group |...
◯◯ 32 mutual connections

Home | My Network | Messaging | Notifications | Jobs

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🚕 🍴 ✈️ **Expensify**

📧 📶 🔋 11:06

Expenses    [ Refresh ]

| E | Caltrain | 2013-04-18 $12.00 |
| E | SFO Parking | 2013-04-12 $32.54 |
| | Orange Cab | 2013-04-12 $29.45 |
| E | Manchu Wok | 2013-04-12 $12.89 |
| E | Airport Shuttle Bus | 2013-04-12 $28.74 |
| E | NYC Taxi | 2013-04-11 $23.25 |
| E | Manchu Wok | 2013-04-11 $10.50 |
| E | Airport Shuttle Bus | 2013-04-11 |

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Rogers Wi-Fi 1:22 PM 73%    **shapr** 💬4

20 to go

**Andre Tambosi**

North American Business Management Post Baccalaureate Student at Capilano
📍 10 kms away

#Marketing  #HotelIndustry  ⭐ #Sales

#Tourism  #HotelManagement

"*I am a sales professional with 18 years of experience in international hospitality management companies focused on the development and implementation of sales and marketing strategies. My interpersonal relationship skill is one of my most active a...*"

PASS  ✈️  ⚡  MEET

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# Summary

- Well documented ideal sales process

- Integrated with social selling

- Driven by CRM and a full sales tech stack

Creates Exponential Sales Growth

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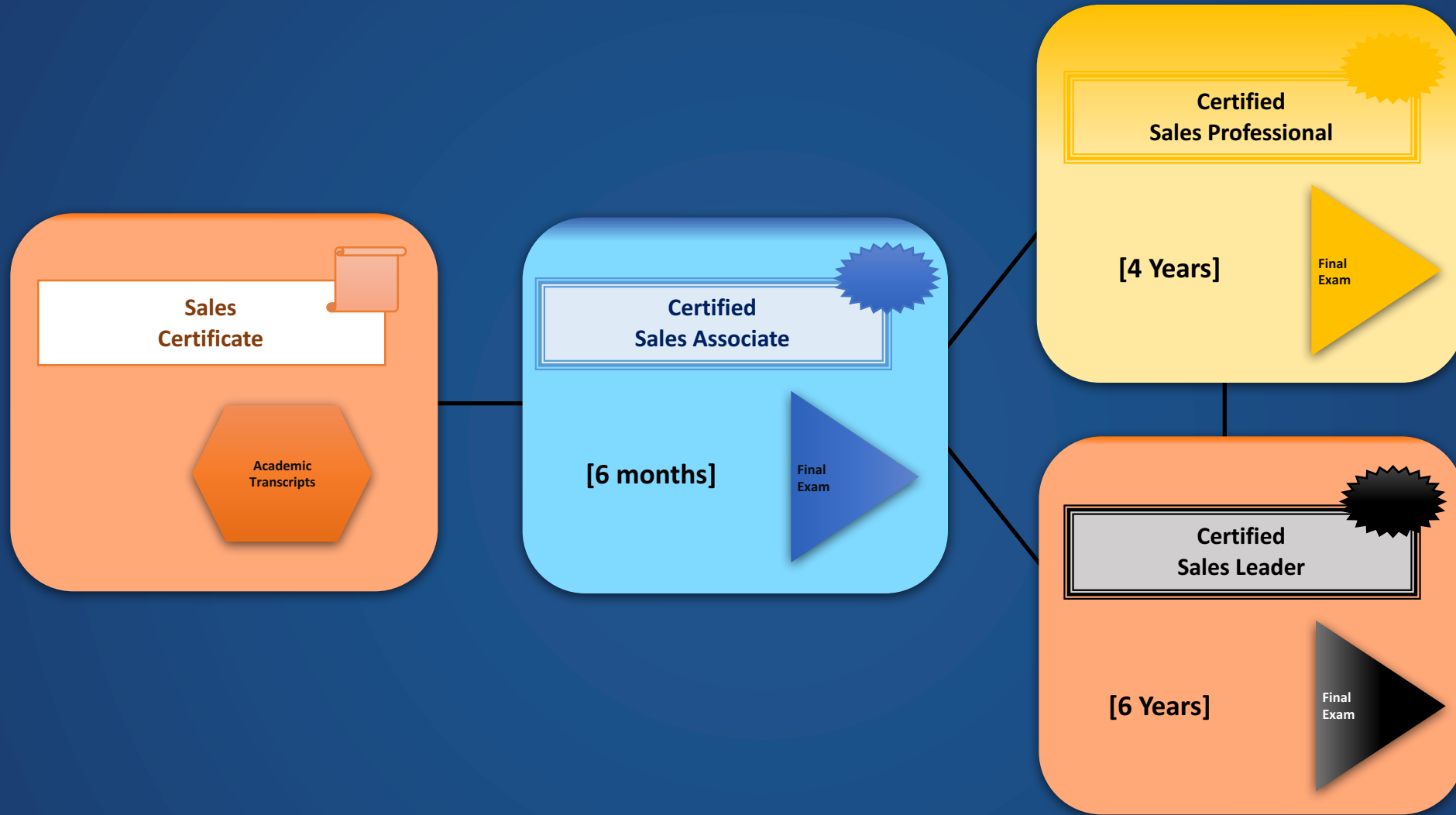PROFESSIONAL
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# Lets Connect!

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@ShaneGibson

LinkedIn.com/in/ShaneGibson

FB.me/shanegibsonspeaker/

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