

# 15 IN 2015

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## #Millennial Sales Talent — What's Next for the "What's Next?" Generation in 2015

As the digital noise continues to grow in an era of shrinking attention spans, email deliverability challenges and digital overload, our Millennial talent keeps powering ahead. They continue to disrupt inside sales organizations with their wacky wonderfulness and they seem to surface EVERYWHERE: as employees, customers, and decision-makers. They're socially connected, have extremely high expectations of themselves and of you, and they want it all NOW.

At [TeleSmart](#) we are proud to be entering our tenth year of trend spotting, making the #SmartSelling predictions that will help you thrive. My favorite part of these predictions is that I'm usually scary right on — just check out our forecasts from [2005-2015!](#)

This year, we've put together a whopping **15 inside sales trends to keep you #winning in 2015 with today's "What's Next" Generation:**

- 1) Forget "Talking-Head" Sales Training:** Companies are spending on sales training at a pace we haven't seen since before the recession. Keeping Millennials engaged, inspired, and motivated is essential. Its time to lose the traditional "talking-head" training methods. Instead, add more peer-to-peer collaboration, storytelling, competitive gaming, and lots of variety and FUN for this "What's Next?" generation.

- 2 **Who's Got the Power?:** Almost 30% of Millennials have already climbed to management positions and they have SERIOUS spending power. They are expected to outspend Baby Boomers annually within five years, and their spending will climb to \$200 billion by 2017.
- 3 **Protect Your Sales Talent from Getting Poached:** The hiring frenzy for inside sales talent shows no signs of slowing down — the competition for talent in a rapidly diminishing talent pool is challenging. Plus, CSO Insights predicts that voluntary turnover will be the highest in 10 years. It's no longer just about recruiting but also about retaining.
- 4 **Rethink the Promotional Paths from Best Salesperson to Best Manager:** Whoa — 50% of the workforce are no longer inspired by their managers — the only authority figures they really trust are their mommy and daddy. The more equal they feel to their peers, the more they will listen. Team leads and coaches will have more success changing salespeople's behaviors than their sales managers will.
- 5 **Generation C — It's All About Collaboration:** Real-time collaboration is what Millennials are all about. They want fast, on-demand peer-collaboration, often through digital channels. They are more comfortable and productive when they aren't left on their own. Whether they're talking about working, learning, or traveling, they are trusting, collaborating, and sharing more of themselves — even if it's with complete strangers.
- 6 **Smart #Women in Sales Are Starting to Change Men's Minds:** More smart-selling women with power dominate the economic force. By 2028 they will control 75% of discretionary spending around the world. And keep a lookout for Mipsters — these young Muslim women are digitally connected, entrepreneurial, stylish and increasingly in power.
- 7 **Social Selling Brand Advocates Are In Demand:** Move over hunters and farmers, and make room for the social selling brand advocates. They they are the new chief digital officers, socially educated and empowered. Their social reputations and influence will become an in-demand resource for the companies they work with. Not only will their digital influence be their new job security, it will also be tied to their revenue.
- 8 **CMOs Are Moving Up the Food Chain:** The CMO now comes second only to the CEO, and their influence is BIG. CMOs will advise and council

CEOs on how to win, serve, and retain customers to grow the business. They will also lead organizational changes and new collaboration initiatives aimed at unifying all customer engagement activities across the enterprise.

- 9 **Wearable Technology Is the New Dress Code:** Whether you have the FitBit, the Galaxy Gear, or the PULS wrapped around your wrist, wearable technology will continue to explode and change everything from how customers shop to how salespeople sell.
- 10 **Drone Madness:** The robot and drone thing is here to stay – and when 1 in 3 jobs will be replaced by software robots by 2025, this is something to pay attention to. Plus, analysts estimate that commercial drones will become a \$1.1 billion industry within a decade.
- 11 **Watch for the SnapChat Buzz Distractions:** Visual entertainment snacks will continue to proliferate when it comes to outreach. These entertaining snacks are part of our visual culture and visual language, but watch out — these digital distractions have become a huge threat to workplace productivity.
- 12 **“Old School” Sales Tactics Make a Comeback:** The traditional sales tactics — chiefly on paper and in person — are starting to make a comeback in B2B marketing. Think print advertising, tradeshow, hand-written notes, memorabilia.
- 13 **Red Bull Kills Sales Momentum:** Sales momentum can make or break sales productivity, and craziness can kill it dead. When you look down the sales aisles, the seating arrangements, leaderboards, and big bongs and whistles must combine to motivate and excite. Drinking Red Bull and other energy drinks propels salespeople past motivation to bouncing off the walls. Watch for signs of Red Bull doping: jittery, mind racing, eyes bulging.
- 14 **Calling all Salesforce and LinkedIn Power Users:** Sales 2.0 tools and apps will continue to proliferate in the sales landscape, and the power users will master the sales process. Just look at their output. Just raising tool IQ won't be enough anymore: becoming a power user of the tool is the secret to sales survival.

- 15 **Meaningfulness + Money = OM:** Mindfulness hits the mainstream. More salespeople will search for meaning and mindfulness at work as they try to make their way through all that bloated digital infobesity. Just remember: in sales, it's still all about making money, saving money, spending money — but now with lots of mindful intention.



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**Josiane Feigon** is a pioneer, maverick, and visionary in the inside sales community. She is the founder of [TeleSmart Communications](#) and the author of the upcoming book *Smart Selling to the Right People* (AMACOM, 2016) and *Smart Sales Manager* and *Smart Selling on the Phone and Online*.

If you would like to receive regular trend updates on topics such as Inside Sales Future Trends, Managing and Motivating Millennials, and Selling to the Right people, sign up for our [Newsletter](#).

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