

# 12 IN 2012

JOSIANE FEIGON'S  
SMART INSIDE SALES TRENDS

TELESMART  
COMMUNICATIONS



THE #1 SELLING  
SOURCEBOOK  
FOR INSIDE SALES

## INSIDE SALES 2012 TRENDS: HUMBLE AND HUNGRY

### Welcome, survivors!

We've made it through two years of the Great Recession, and another two years of one of the weakest "recoveries" in US economic history. Companies continue to sit on their cash reserves, and stressed-out consumers continue to postpone purchases — **just because they can**.

We've proceeded with caution long enough. In 2012, it's time to get optimistic: I suggest that we stay *humble and hungry* and be first in line when the pent-up demand floodgates open wide and our battered customers pour out, ready to roll. Inside sales reps are the game changers of 2012 and don't you forget it!

### Here's what we can expect in 2012:

- 1. #WINNING!** Everyone wants to be #WINNING when it comes to inside sales. Keep your eye on those innovators and problem-solvers who are reshaping today's sales organizations. You know those reps that seem to be unstoppable? Watch them carefully and see what goes into their almighty prospecting MO-JO. They know how to use their tools and maximize every interaction with their prospects. Learn from the masters.
- 2. Avoid the Slacker Blitzer Backlash:** Have you seen any mini robots or automotons in the cubicle? They are flooding today's lead generation teams, using fancy dialers and call blitzing to their hearts content. But wait . . . *what happens when someone actually answers the phone?* It's time to think about creating calculated campaigns that are personalized. Random blitzing from your dialer is so last year.
- 3. Get Some LinkedIn Love:** With 135 million users and two more added every second—most in the 25-54 demographic—LinkedIn is the single largest social

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corporate tool for prospecting. And LinkedIn will be included in this year's KPI. You need to get noticed, and last year's profile won't do it. Write LinkedIn introductions that sizzle and get noticed.

- 4. Seize the Hidden Sales Cycle:** The new normal now is our self-sufficient customers who are engaging later and later in the sales cycle, and coming in much more informed than ever before. They can quickly throw your careful plan off-track because they call their own shots. You are now in the hidden sales cycle. They may be in the self-serve sales aisle just about to check out but you can catch their eye. They still want a relationship with someone who understands their pain and meets their needs. Be that person for them in 2012.
- 5. Mobile-ize Your Sales:** Forrester projects that by 2015, smartphone adoption will grow 150% and 82 million consumers will own a tablet. That's a lot! And it means that mobile will become a primary way to speak to customers and prospects. Expect to have at least 50% or more of all opportunity and lead management conducted from a smart phone or tablet.
- 6. Cultivate "Disruptive" Content:** Stop waiting on marketing and build your own content tool-kit. And make sure that it includes diverse and disruptive forms of content—because today's customers prefer an infographic to a white paper. Better yet, give them a YouTube video that explains the impact of the study with reviews, and comments from your community.
- 7. Mix the New Sustainable Communications Cocktail:** The phone and email can no longer do it alone—they need their peeps! Or maybe we should we say tweets. The new cocktail has five ingredients: phone + texting+ video + emails + social
- 8. Put Your Best Face Forward:** Don't think you can work for three hours in the morning without getting dressed! Video is quickly becoming the new high-impact sales medium. By 2020, 85% of buyer-seller interactions will happen online, through social media and video. Remember that Content is King while Video is Queen.
- 9. Go Social:** This year, your social reputation and brand will play an even greater role in getting a sales meeting and influencing a favorable decision. How socially influential and relevant are you on Facebook? Twitter? YouTube? Blogs? Get on it now.
- 10. Geographic Territories Are (Almost) Over.** In today's social world, geo regions may not have as much meaning as they used to. Salespeople work virtually now—from home or from satellite offices. Social proximity beats geographic proximity, hands down.

- 11. Build a Sustainable Sales Training Infrastructure.** According to ES Research, companies are using more sales training in three modes: live classroom, on-demand, and live virtual training. Onboarding will become a critical success factor as companies put primary importance on training. Don't forget to build in training reinforcers on the back-end.
- 12. Re-engineering Randomness:** Say good-bye to safe and predictable linear thinking, and say hello to the weird and the wonderful. Our customers have seen it all—they're starved for something new. Get creative and innovative in 2012. Show them your inside sales mojo!

### MAKE YOUR NEW YEAR'S RESOLUTION TO JOIN A PROFESSIONAL ORGANIZATION!

The **AA-ISP (American Association of Inside Sales Professionals)** is where you belong if you're in inside sales. This professional organization is exclusively dedicated to taking inside sales to a new level. Sign up for the April 17<sup>th</sup> and 18<sup>th</sup> Summit in Dallas and enter "**TeleSmart**" promo code for your discount.

### 2012 Offerings

TeleSmart provides a wide assortment of *service offerings*, from on-site training to virtual webinars. Our training is all about inside sales—combining phone, online, and sales and social tools productivity. Watch Josiane's video and invite her for the following:

- Building a Sustainable Sales Training Culture — Audit Report
- 2-Day On-Site Training for Teams and Managers
- 1:1 Productivity Coaching
- Subscription Smart Shots Webinars
- Sales Kick-offs and Conferences

**READ** Josiane Feigon's *Smart Selling on the Phone and Online*—the #1 best-selling inside sales sourcebook, written just for inside sales teams and managers who must navigate the Sales 2.0 landscape. This cubicle must-have is based on the proven and time-tested TeleSmart10 System, the Sales 2.0 training methodology that global Fortune 500 companies rely on for developing their sales talent.

### PUT JOSIANE ON YOUR LIST FOR 2012 SALES CONFERENCE KEYNOTES

Looking for a dynamic keynote speaker to inspire your global inside sales teams? Josiane's memorable stories, thought leadership and relevant content will capture attention. Check out the *top 3 reasons to invite Josiane to your 2012* sales kick-off and choose from her "must-have" *topics*.

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