

14 IN 2014

14 SMART INSIDE SALES TRENDS

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Field Sales #Disappears, Inside Sales #Wins!

Happy New Year, y'all!

It's time to reboot and push into the new year, leaving behind a very noisy old year that left us feeling like #zombies who just got hit by #wrecking balls.

We've learned how to survive by #Leaning In and validating our existence with #selfies, and now it's time to pay attention to those inside sales superheroes – the new rulers of the sales kingdom.

The inside story keeps getting better and better: inside sales continues to grow 300% faster than field sales. No surprise – sales organizations are quickly adopting an inside sales model and switching for higher margins in 2014.

At TeleSmart we are proud to be entering our ninth year of trend spotting, making the smart predictions that will help you thrive. Get ready!

We've put together a whopping **14 inside sales trends to keep you #winning in 2014:**

- 1 Mobile Shopping Rules** – Remember Customer 2.0, who likes to self-educate and shop around for the best deal? They clearly want salespeople to stay away until they've traveled halfway into the sales funnel. So here's a plan: How about giving them a mobile-friendly shopping

experience? Research shows that 61% of people have a better opinion of brands that offer a good mobile experience. As mobile continues to overtake desktop usage, more and more companies are turning to shoppable video to increase sales.

- 2 #Selfie Replaces Voice Mail** – Selfies are here to stay! Even Britain’s Oxford English Dictionary has confirmed that selfie is a word. Selfies are a great way to brand yourself. Since image marketing is red hot and sight-sound is gaining recognition, it makes perfect sense to introduce yourself with a voice mail message + a (tasteful and appropriate) selfie.
- 3 Small Stories = Big Impact** – Salespeople will become the new Chief Content Sales Officers, dipping into that big content machine to cherry-pick the most interesting nonlinear content for their customers. Remember, Customer 2.0 has an appetite for small and smart mobile-friendly content they can easily digest (even if it disappears as fast as Snapchat) as they move from research to decision.
- 4 Lead Generation Becomes Change Generation** – The majority of leads that are handed off do not convert. It’s time to say goodbye to terms like lead generation and demand generation. Instead, the focus will be on change generation: salespeople as change agents, changing behaviors and influencing change.
- 5 Disconnecting to Connect** – Our brains are feeling a little queasy these days, on overload from trying to digest all that technology. Can we take a break, please? New markets and venues for live, in-person events and forums will allow people to disconnect from technology and connect more deeply to other human beings.
- 6 The Corporate Ladder Disappears** – Imagine a world where management titles no longer exist and climbing the conventional ladder of success is a thing of the past. Wait, you don’t have to imagine it – it’s coming fast. As corporate structures and hierarchies continue to flatten they will become a “Holacracy” – no job titles and no managers. Experts note that our world is changing so rapidly that most of us can count on having to retrain repeatedly for new careers that don’t even exist yet.
- 7 And the Wall (between Direct and Indirect Sales) Comes Tumbling Down** – Channel sales will continue to increase – the number

of tech companies selling through the direct channel has already dwindled to less than 30%. Much of this is due to channel partner organizations shifting from sales-centric to service-centric. The internet has opened up new opportunities for buyers to self-educate long before they engage with sales.

- 8 Listen In and Speak Out** – Tapping into the creative minds of crowds will be the best way to generate new ideas. Most individuals with strong social networks are much better connected with their peers and industry than ever before. This means they are also better informed and have more insight into what is going on and how things can be improved.
- 9 Parents = Your New HR Team** – Millennials not only rely on their parents for room and board but for career advancement, legal, medical, and financial advice. Your Millennial salesforce, even the sales superheroes, are likely not self-supporting yet. There are still 1 trillion outstanding student loans out there, and 26 million Millennials are still living at home with their parents.
- 10 Resume to Reputation** – LinkedIn continues to grow as the primary inside sales tool, with more than 259 million members and 142 million unique visitors per month. But listen up: LinkedIn is no longer about posting your resume – it's about branding your reputation. Inside sales superheroes who earn their social media stripes will be rewarded as social influencers, promoting products to a vast network of folks who trust them.
- 11 Personal Freedom Is the New Competitive Hiring Advantage** – As the way we work continues to change, freedom and flexibility have become big motivators for Millennials. They prefer working where they want to work, focusing on issues that will change the world – even if it means working part-time. In fact, 80% of the new jobs created last-year were part-time.
- 12 Generational Merry-Go-Round** – The collective consciousness of four generations (from Millennials to Boomers) of learners in the workplace – each with its own learning style – will create new opportunities for sharing, collaboration, mentoring, and conversations. It's the new WE1 – we, one – movement.
- 13 Bottom-Up Health** – Maybe it's the cost of health care, maybe it's just plain common sense. Whatever the reason, getting healthy will become the new competitive advantage. Many companies are motivating their teams to

get healthy, tapping into the hundreds of new health-oriented mobile apps and sensor technologies coming to market.

- 14 Join the Sharing Economy** – In today’s collaborative culture, more people and businesses will share resources, eliminating inefficiencies and improving revenues. This new online-enabled Sharing Economy will allow some organizations and individuals to preserve the assets they have and others to be able to use those assets, for a fee.

Josiane Feigon is President of TeleSmart Communications and author of two bestselling inside sales sourcebooks, *Smart Selling on the Phone* and *Online and Smart Sales Manager*.

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