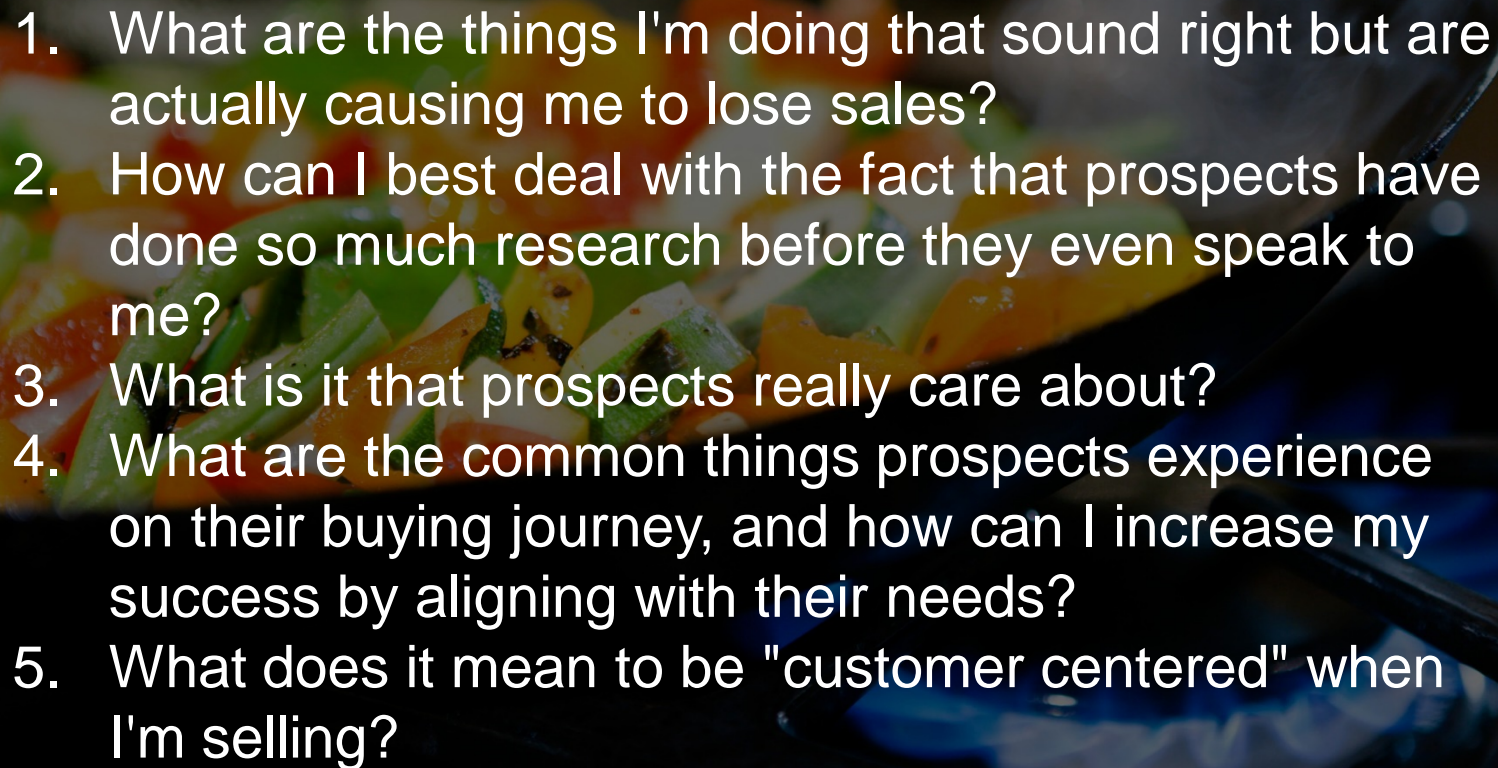


# Welcome

## 5 QUESTIONS (and ANSWERS) to ENSURE YOUR SALES SYSTEM IS BUILT FOR SUCCESS



**Donald Davidoff**  
Founder, D<sup>2</sup> Demand Solutions

- 
1. What are the things I'm doing that sound right but are actually causing me to lose sales?
  2. How can I best deal with the fact that prospects have done so much research before they even speak to me?
  3. What is it that prospects really care about?
  4. What are the common things prospects experience on their buying journey, and how can I increase my success by aligning with their needs?
  5. What does it mean to be "customer centered" when I'm selling?

# So Much Has Changed

- Google's Zero Moment of Truth (ZMOT) Study
- Daniel Pink's observations
  - Change in information asymmetry
  - “The New ABCs” of selling
- The Corporate Executive Board (CEB) 2009 study on sales styles

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# Five Sales Approaches

## The Hard Worker



- Always willing to go the extra mile
- Doesn't give up easily
- Self-motivated
- Interested in feedback and development

## The Challenger



- Always has a different view of the world
- Understands the customer's business
- Loves to debate
- Pushes the customer

## The Relationship Builder



- Builds strong advocates in customer organization
- Generous in giving time to help others
- Gets along with everyone

## The Lone Wolf



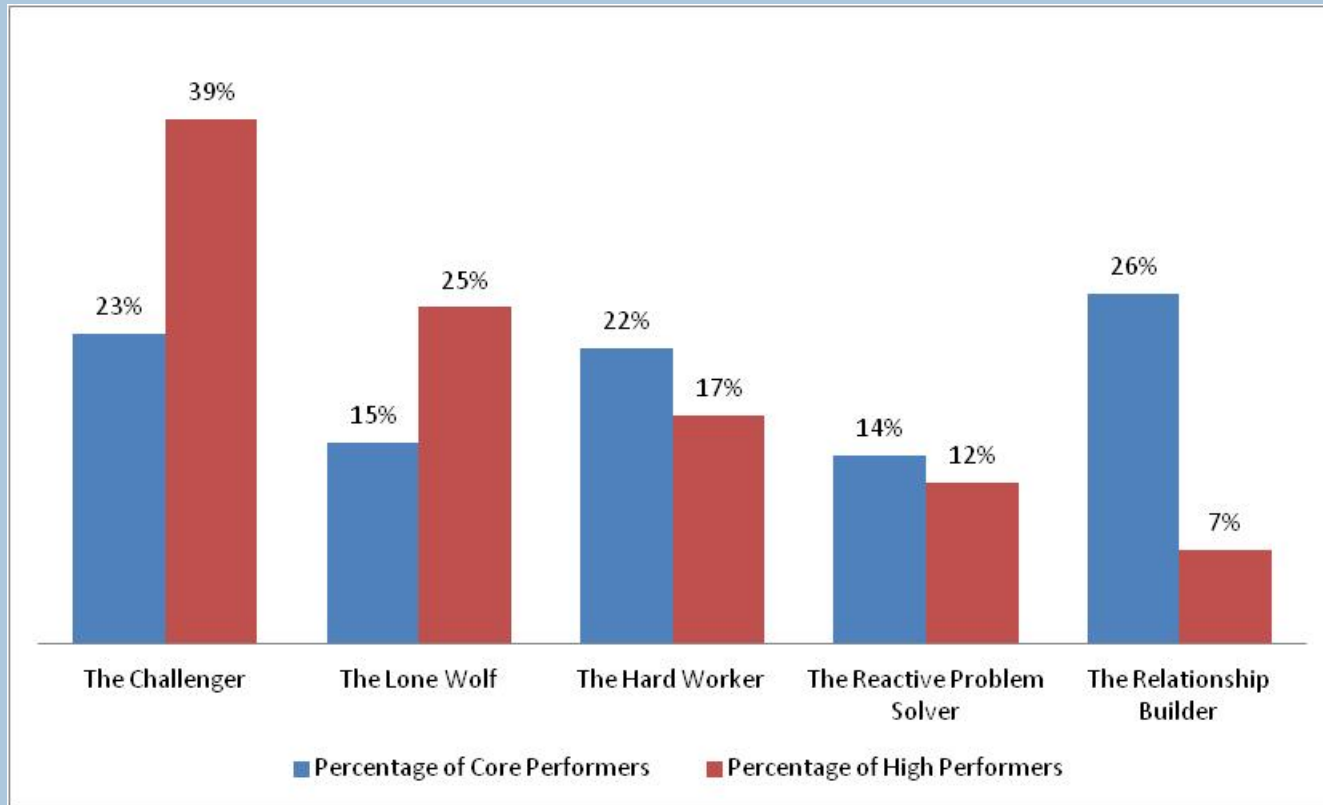
- Follows own instincts
- Self-assured
- Difficult to control

## The Problem Solver



- Reliably responds to internal and external stakeholders
- Ensures that all problems are solved
- Detail-oriented

# Challenges with Conventional Sales Training



Source: CEB, CEB Sales Leadership Council, 2011 as reported in *The Challenger Sale* by Matthew Dixon and Brent Adamson

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# Prospects Care About 3 Things

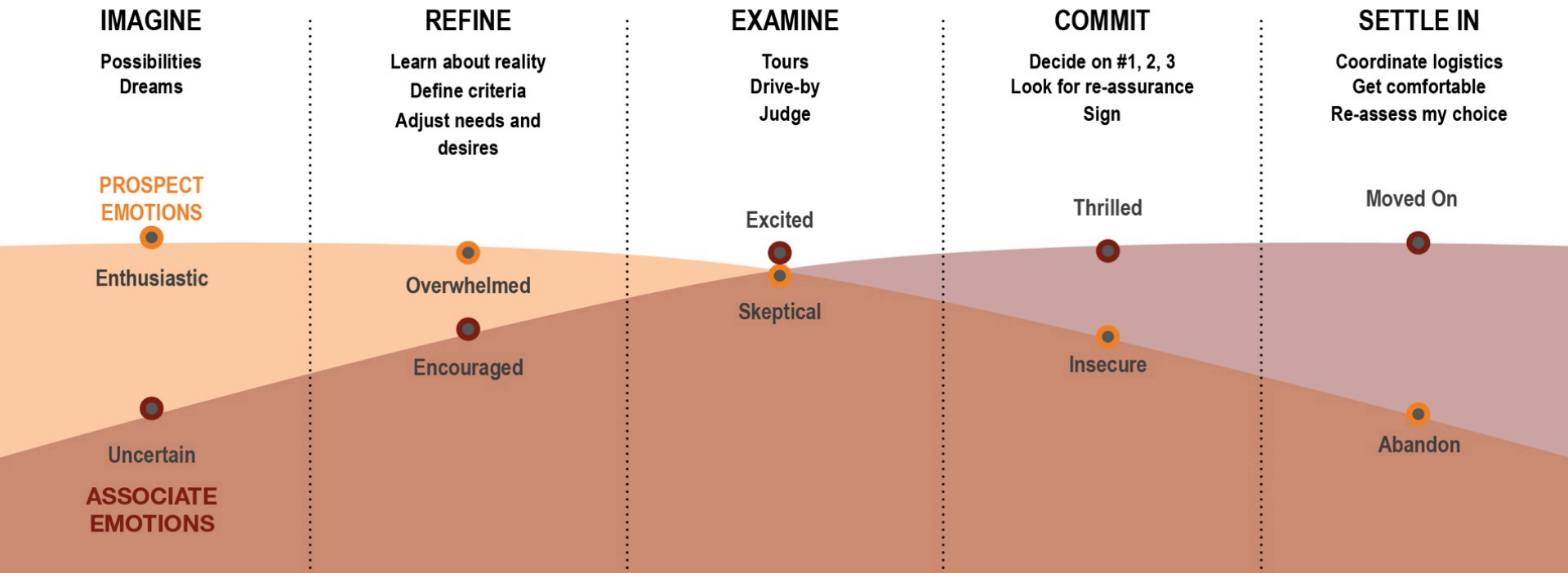


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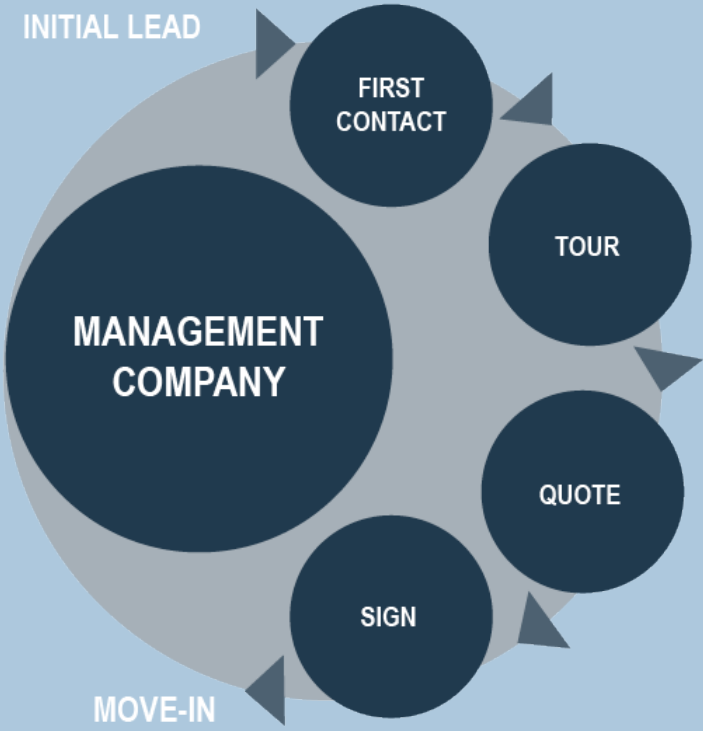
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# The Prospect Journey



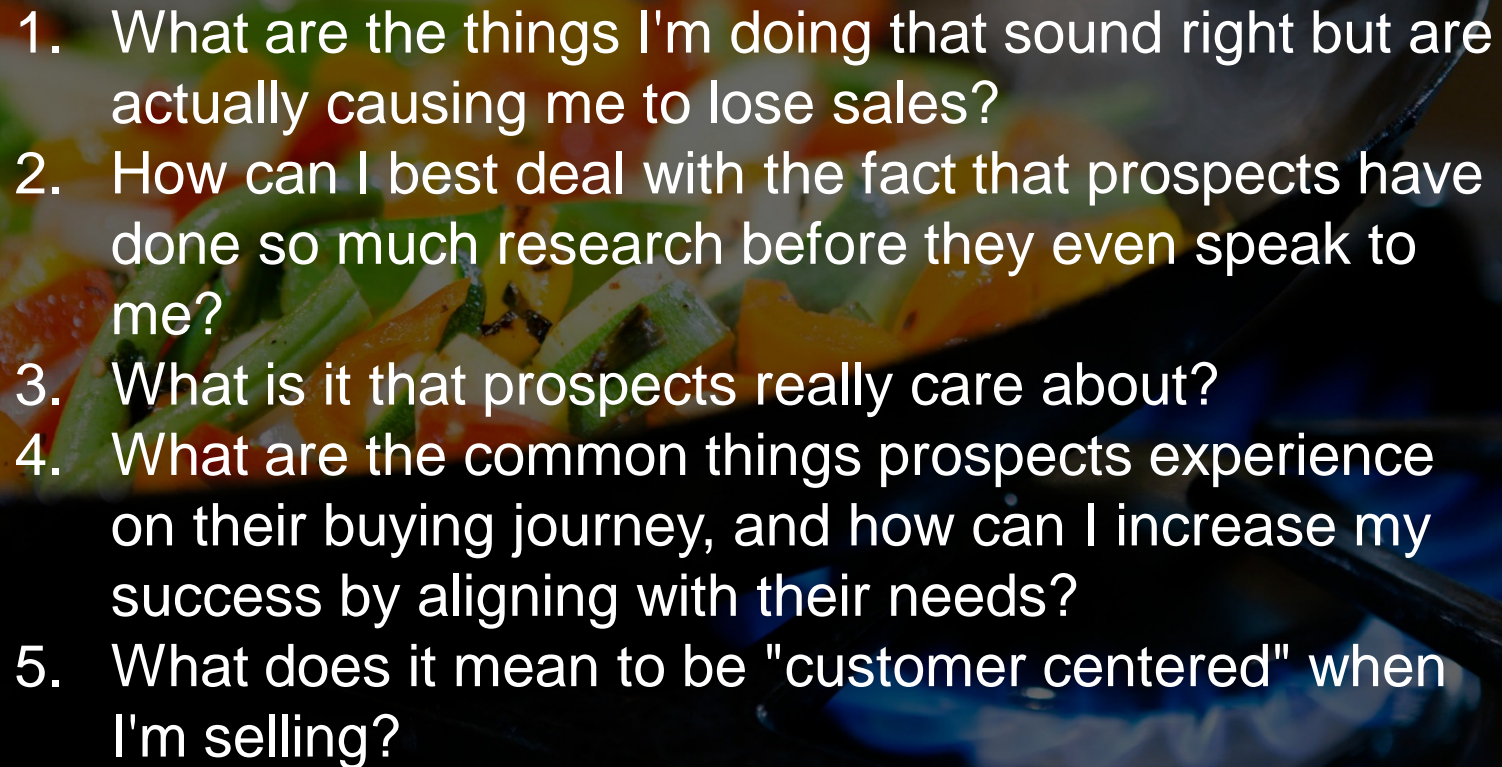
# Traditional Approaches “Process Milestones”



# InSite Approach “Prospect Milestones”





- 
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Thank you! Want to learn more?

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