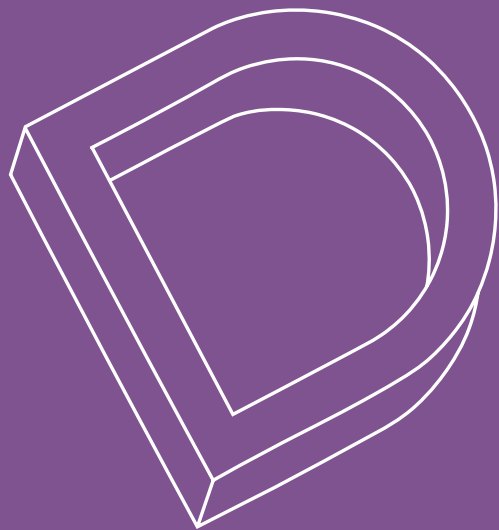


# Future of Sales

From survival  
to success



## Introduction

# The new sales frontier

The sales landscape has undergone a seismic shift following COVID-19. As businesses scramble to adapt to a digital-first world, sales professionals face a harsh reality: traditional methods no longer work.

With attention spans dwindling to an average of 47 seconds\* and customers increasingly reluctant to engage directly, sales teams must transform or risk extinction.

*"This e-book explores the future of sales, outlining the megatrends reshaping the industry and practical strategies to thrive in this new environment. From embracing AI to redefining customer engagement, we'll show you how to turn disruption into opportunity."*

Zsolt Pozvai, Global CEO



\* Research by Dr. Gloria Mark, a professor of informatics at the University of California.



# Megatrends reshaping sales

*"More and more B2B customers are reluctant to have a conventional "coffee, chitchat, let's talk business" meeting. They value shorter calls with a clear objective, and even in those, they will be distracted."*

Marianna Khonina, Managing Partner at DEVELOR Ukraine & DEVELOR Central Asia



## Attention spans and information overload

In today's world, customers are bombarded with information from an average of 8 channels simultaneously. This relentless influx has led to shorter attention spans and heightened expectations for immediate, value-driven interactions.

## The rise of digital preferences

More customers prefer self-service options, conducting their own research online before making purchasing decisions. Authenticity and transparency have become paramount, rendering traditional pushy sales tactics obsolete.



**Did you know?**

Research by Gartner found that B2B buyers spend only 17%\* of their purchasing process engaging with potential suppliers - it is crucial for B2B salespeople to identify who they talk to in the remaining 83% of the time.



*"Consider this: if you know only what is available on the web and can present it in the sales call, you are not interesting or straightforwardly boring. The customer might talk to you once... but then?"*

Sofi Katamidze, Trainer and Sales Consultant at DEVELOR Georgia



# The cost of inaction

## Obsolescence looms for the unprepared

Sales professionals who fail to adapt to risk becoming irrelevant. While we all know B2C examples, this tendency also extends to B2B.

### Consider these industry examples:

**Banking:** Digital banking solutions continue to surpass traditional methods, with the number of global mobile banking users projected to reach 3.8 billion by 2025.

**Automotive suppliers:** B2B buyers of spare parts and accessories are reluctant to meet salespeople, as they can compare and order online.

**Agriculture:** Farmers refuse to consult with suppliers of fertilizers and pesticides, as they can calculate their needs based on the chemistry of their soil online.



## Why must sales evolve?

Without leveraging digital tools, AI, and customer-centric strategies, sales teams are handing over their jobs to algorithms.

## The time to act is now.

Salespeople need to deliver value beyond the website content: education, challenge, insights into the customer's industry, and the ability to emotionally connect.



**Did you know?**

A survey conducted by CSO Insights revealed that **58% of B2B buyers** prefer to gather information independently rather than from a salesperson.

# Prepare better and create value for your clients

In today's competitive and information-saturated world, sales professionals must capture attention instantly and deliver value from the very first moment. This means doing your homework before every interaction, understanding your customer's pain points, and crafting tailored solutions that address their specific needs. Whether it's providing industry insights, sharing success stories, or offering customized product demos, every interaction should add value and build trust.

## 1 Embrace AI as an ally

AI isn't here to replace salespeople. It's here to supercharge them. AI can provide actionable insights into customer behavior and preferences, enabling personalized interactions that build trust.

### Actionable tip 01

Use AI tools to anticipate the customer's probable buying motives and potential objections and to prepare for potentially difficult questions. Learn how to use AI for your benefit.

## 2 Prepare better, deliver more value

Sales success hinges on preparation. Understand your customer's pain points, research their industry, and craft tailored solutions that resonate.

### Actionable tip 02

Replace generic sales pitches with stories that showcase your product's impact on real-world challenges.

## 3 Focused and efficient meetings

Customers value brevity and relevance. Keep sales meetings short, purposeful, and laser-focused on solving immediate challenges.

### Actionable tip 03

Limit sales calls to 15-25 minutes to maximize engagement and retention and have a clear objective. Be conscious about which meeting type is suitable for online vs offline meetings and choose accordingly.

DEVELOR's solutions  
for sales excellence

# Strategic Account Management

To thrive in this new reality, sales professionals must adapt their approach, embracing structured, engaging meetings with clear objectives to achieve their goals. DEVELOR's Strategic Account Management course is the answer to this pressing need.

Learn more about this program



## 1

### Main topics

The course begins by exploring the megatrends shaping modern selling, prompting participants to reconsider their personal brand and the value they bring to customers. From there, we delve into two key concepts: the buying cycle and the decision-making unit. Armed with this understanding, participants learn the ideal behaviors for each stage of the sales process and master various well-structured meeting types with clearly defined objectives.

## 2

### What makes it special

It's a case-based, gamified experience set in a fictitious scenario involving a hygiene company, Glamour Guru, competing to sell to a five-star hotel. Participants compete in teams, earning points based on business results and adherence to ideal behaviors, mirroring real-life KPIs. With realistic scenarios and diverse personalities, the course keeps participants engaged and passionate about meeting behavior standards.

*I will never forget when a participant said: "I was perceived by my clients as a tire salesman, now my vision is to be perceived as an automotive industry consultant. It is uplifting and motivating."*

Gabor Stremeny, Business Development Director at DEVELOR Hungary





### 3 Expert insights

The course's game aspect is a standout feature, as it encourages participants to learn, prepare, and engage in situational exercises without even realizing it. The „Challenging meeting" segment, which aims to challenge prospects' perceptions or the status quo, is particularly well-received, sparking even more excitement among participants.

### 4 Benefits/results for participants

**Participants transform their sales approach.** They understand the need to restructure their sales activities, increase their preparation, and adapt their behaviors.

### 5 Company benefits

**For B2B companies grappling with post-COVID challenges like client reluctance to meet and time constraints, DEVELOR's Strategic Account Management Course offers a lifeline.** By facilitating more frequent, shorter meetings with clear objectives and structured communication, the course equips sales teams to thrive in a hybrid selling environment.

**In conclusion, DEVELOR's "Strategic Account Management" course is not just a training program; it's a game-changer for B2B sales, empowering salespeople to navigate the complexities of modern selling with confidence and success.**

DEVELOR's solutions  
for sales excellence

# AI in Sales: Mastering Effectiveness

AI in Sales - Mastering Sales Effectiveness is a groundbreaking program designed to equip sales teams with the tools needed to thrive in the era of AI and digital disruption.

Learn more about this program



## 1

### Main topics

At the heart of our program lies a **comprehensive review of the sales process, dissecting each phase and exploring how AI can enhance and optimize sales effectiveness.** By leveraging AI support, participants gain a deeper understanding of their customers' views and understandings, empowering them to anticipate needs, prepare thorough questions, provide personalized benefits, overcome objections, and deliver personalized solutions that resonate on a profound level. This is a personal effectiveness program that boosts the impact and efficiency of salespeople in their interactions with clients.

## 2

### What makes it special

It stands out for its **pragmatic approach and unwavering focus on relevance to participants' daily practice.** Through a hands-on learning experience, participants gain practical skills and strategies that they can immediately apply in their sales interactions.

*"In an exercise, a participant wrote a personalized request for a meeting with a longtime reluctant customer he always wanted to capture. By 16.00 of the training day, he got the appointment."*

Bartek Wrzosek, Managing Director at DEVELOR Poland





## 3 Expert insights

With a staggering 70% of the time dedicated to real case studies and hands-on exercises, participants experience a transformative journey of growth and discovery. They witness firsthand the tangible impact of AI on their sales effectiveness, their confidence soars, and they become true believers in the power of AI to drive success in the modern sales landscape.

## 4 Benefits/results for participants

Participants have the opportunity to apply their newfound knowledge and skills to their real-life sales cases, leading to eye-opening revelations. Even seasoned professionals with over 15 years of experience in the same business are surprised by how much they didn't know about their clients, their industry, and their challenges.

## 5 Company benefits

Engaged salespeople translate into more interesting and better-prepared sales encounters, resulting in more engaged customers and, ultimately, increased sales revenue.

In conclusion, DEVELOP's „AI in Sales - Mastering Sales Effectiveness“ is not just a training program; it's a catalyst for transformation. By empowering sales professionals to embrace AI and harness its power to drive sales effectiveness.



# 6+1 practical tips for sales transformation

*"I suggest applying these practices to set an example as a role model in the market and at your company and to stand out from the mediocre."*

Martin Kunc, Managing Director at DEVELOR Czech Republic and DEVELOR Slovakia



## Personalized invitations

Tailor meeting invites to address specific customer challenges and pain points. Know more than the average customer!

## Data-driven insights

Share industry-specific insights and, educate your client, demonstrate how you bring value.

## Concise agendas

Clearly outline objectives to ensure meetings are purposeful: one meeting = one objective

## Continuous learning

Never think you know enough. AI's cumulated knowledge will always outrule yours. Build on it!

## Customize

All meetings are unique. Never assume you have valid patterns to navigate through them.

## Follow-up mastery

Send personalized, actionable summaries after every interaction.

## Nurture your prospects

95% of the time, they are in the "no need" stage of the buying cycle. Be there when they move: find reasons to get in touch with them at least monthly.



**Did you know?**

Flexible meeting arrangements reduce stress and improve customer satisfaction by 33%.

# Lead by example

As a leader, your actions set the tone for your sales team. Here's how to drive change:

*"A leader needs to be an evangelist of new approaches and methods every day. They need to share their own practices, successes, and failures to maintain the spirit of continuous improvement and never be satisfied with the average."*

Zsolt Pozvai, Global CEO



## Be a role model

Be the first to demonstrate the advantages of AI-supported sales, a new approach to strategic account management, and hybrid, more frequent, more purposeful meetings.



## Notice and celebrate

Praise your salesforce's newly developed habits, appreciate incremental developments, and analyze and discuss success stories.

## Concise agendas

Clearly outline objectives to ensure meetings are purposeful: one meeting = one objective

## Get strengths from failures

Evaluate actions and discuss how we can learn from them.

## Cherish innovative ideas

However small they are, new methods and slightly improved processes pave the road to mastery.

## Model adaptability

Show your team how to embrace new tools and strategies.



**Did you know?**

Organizations investing in professional growth see a 4x return on investment.

# Conclusion: the future awaits

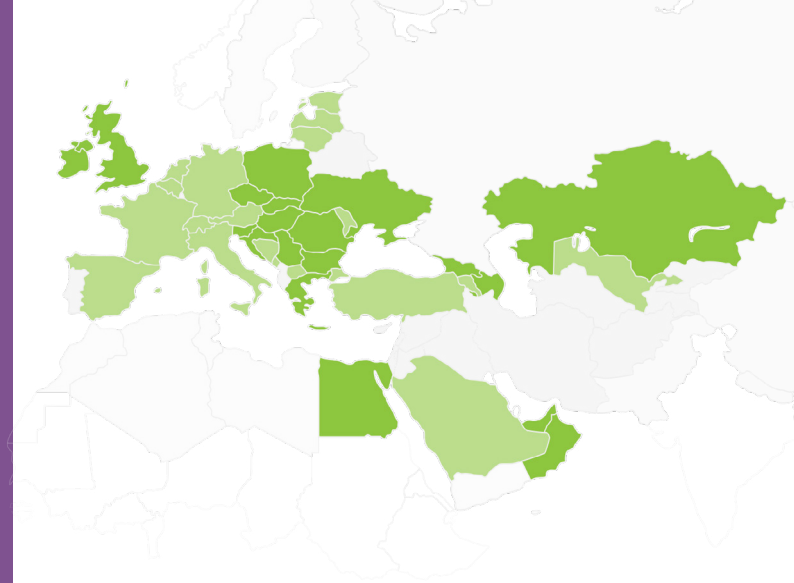
- Change & Adapt or become obsolete.
- Utilize & Exploit AI or let AI consume you.
- Challenge & Educate your customers, or they do it themselves digitally.

These are your choices.

The future of sales belongs to those who embrace change and leverage technology to enhance their value. By prioritizing customer needs, adopting AI, and fostering a culture of continuous improvement, your sales team can not only survive but thrive.

Ready to transform your sales strategy? Let DEVELOR guide you to success.

DEVELOR



## About DEVELOR

**DEVELOR is a leading international training and development network** dedicated to unlocking the full potential of individuals and organizations. Through our wide range of services, including professional training, coaching, consulting, and both individual and team diagnostics, we help transform workplaces into homes of growth where teams and leaders thrive.

**We are passionate about creating long-lasting partnerships that drive sustainable growth.** Our expert solutions are designed to address today's challenges and prepare your organization for the future. With DEVELOR, you'll build a resilient, mentally healthy workforce that's ready to succeed and grow.