



Sales Methods Change but Winning Involves Effectively Using Longstanding Practices

What's Old Can Be New

According to a recent WSJ article (“Young Executives Shun Old Sales Methods’), technology and new social norms are quickly changing B2B selling. The emerging model involves social media, texting, LinkedIn, and less formal meetings and entertainment.

The way prospects make decisions is also evolving. Buyers use technology and social media to gain an enhanced understanding of available products and services to solve their needs, often before meeting with sellers. This requires sales teams to present a strong business case to prospects who are more informed.

While longstanding sales practices of building relationships, holding face-to-face meetings, and expense accounts for entertainment are not disappearing, they are regarded as no longer as effective as they were.

It would be a mistake, though, to overlook the importance of relationships. Our extensive data shows it is essential to establish strong, genuine relationships with prospect executives, especially when pursuing big deals. Relationships play a key role in winning new and rebid business. Conversely, the lack of strong relationships is a major reason for losing new business opportunities (rebids are different - poor performance during the previous contract drives losing renewals - relationships are not a major factor).

The key is to build strong relationships while utilizing digital technology, remote selling, and social media. Only through genuine and meaningful relationships can sales teams thoroughly understand prospects' requirements to present a highly compelling business case to win.

[Video](#)

Rick Reynolds

AskForensics

Email: RReynolds@AskForensics.com