

Hybrid Sales

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The time is right!

Let's address the elephant...

- Significant financial investment with longer visibility of outcomes
- Lack of virtual selling competencies
- Hiring, training and managing is different
- Impact on customer relationships
- Effect on company culture
- Polyworking (it's a thing...)

...and the baggage we bring...

- Productivity Paranoia
 - (aka, “is anybody actually working?”)
- Presenteeism Bias
 - (aka, “if I can see them sitting there they must be working, right?”)
- Proximity Bias
 - (aka, “the employees I see are probably better than the employees I can’t see”)

If you believe the data..

7%

Remote workers more productive - [Forbes](#)

77%

Remote sales teams exceeding quotas - [Owl Labs](#)

\$11,000

Annual savings per hybrid worker - [Global Workplace Analytics](#)

The timing is right for remote sales

We have the **technology** to
measure & support it

The **customer** wants to
engage differently anyhow

(and they are often hybrid too...)

What about the **Customer**?

Does **Sales** look the same?

Do we **Manage** it differently?

We don't talk like we used to...
(sigh)

Why does it have to be so hard?

Remote clients

“Polite”
changed

23,000 of us

Too
much
Noise

Harder to reach

Millennial and GenZ

Technology

Sophisticated
Gatekeeping

Too little time
(and attention)

What does that mean to sales?

Does this change the ideal sales profile?

Traditional sales rep

High volume sales output

Product centric

Face to face needed

Rigid process & campaigns

Low technology, poor documentation

Ideal hybrid sales rep

High value sales output

Customer centric

Multi channel

Approach adapts to customer

Embrace technology

What do they need that is different?

Multi channel capabilities / social presence to engage the customer

Thought Leadership

Strong personal brand

Strategic & consultative

Tech adoption

Management 'musts' with a remote sales team

Performance Metrics

- Revisit KPIs that make sense
- Focus on the outcomes

Reimagine Performance Management

- Frequency
- Trust the data over the gut
- Ignore bias -presenteeism & proximity

Dashboards: Data is the new **black**

- Client insights
- Opportunity insights
- Sales activity insights

“Don't hold on to something because it used to work”

-Anonymous
(me)

Technology

Tech is also the new black

CRM

Sales Prospecting tools

Email outreach platforms

Proposal & Quote Generation

Sales Content Management

Social Selling

Conversational AI & Chatbots

Sales Performance Management

Data Analytics & Reporting

Transcription & Insights

Wrap up

- Follow the Customer!
- Opportunity to upskill & upscale
- Objective decision making without bias
- Dashboards
- Technology as sales enablement