Hybrid Sales

The time is right!

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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...)

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...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

23,000 of us

Harder to reach

Millennial and GenZ

Technology

Too much Noise

Sophisticated Gatekeeping

Too little time (and attention)

“Polite” changed
What does that mean to sales?
Does this change the ideal sales profile?

<table>
<thead>
<tr>
<th>Traditional sales rep</th>
<th>Ideal hybrid sales rep</th>
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</thead>
<tbody>
<tr>
<td>High volume sales output</td>
<td>High value sales output</td>
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<tr>
<td>Product centric</td>
<td>Customer centric</td>
</tr>
<tr>
<td>Face to face needed</td>
<td>Multi channel</td>
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<tr>
<td>Rigid process &amp; campaigns</td>
<td>Approach adapts to customer</td>
</tr>
<tr>
<td>Low technology, poor documentation</td>
<td>Embrace technology</td>
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</tbody>
</table>
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