



Roundtable: Roundtable: The Future Sales Force - Post COVID Implications

April 20th 2021 Poll results

Company Type

Manufacturer



Distributor



IMR



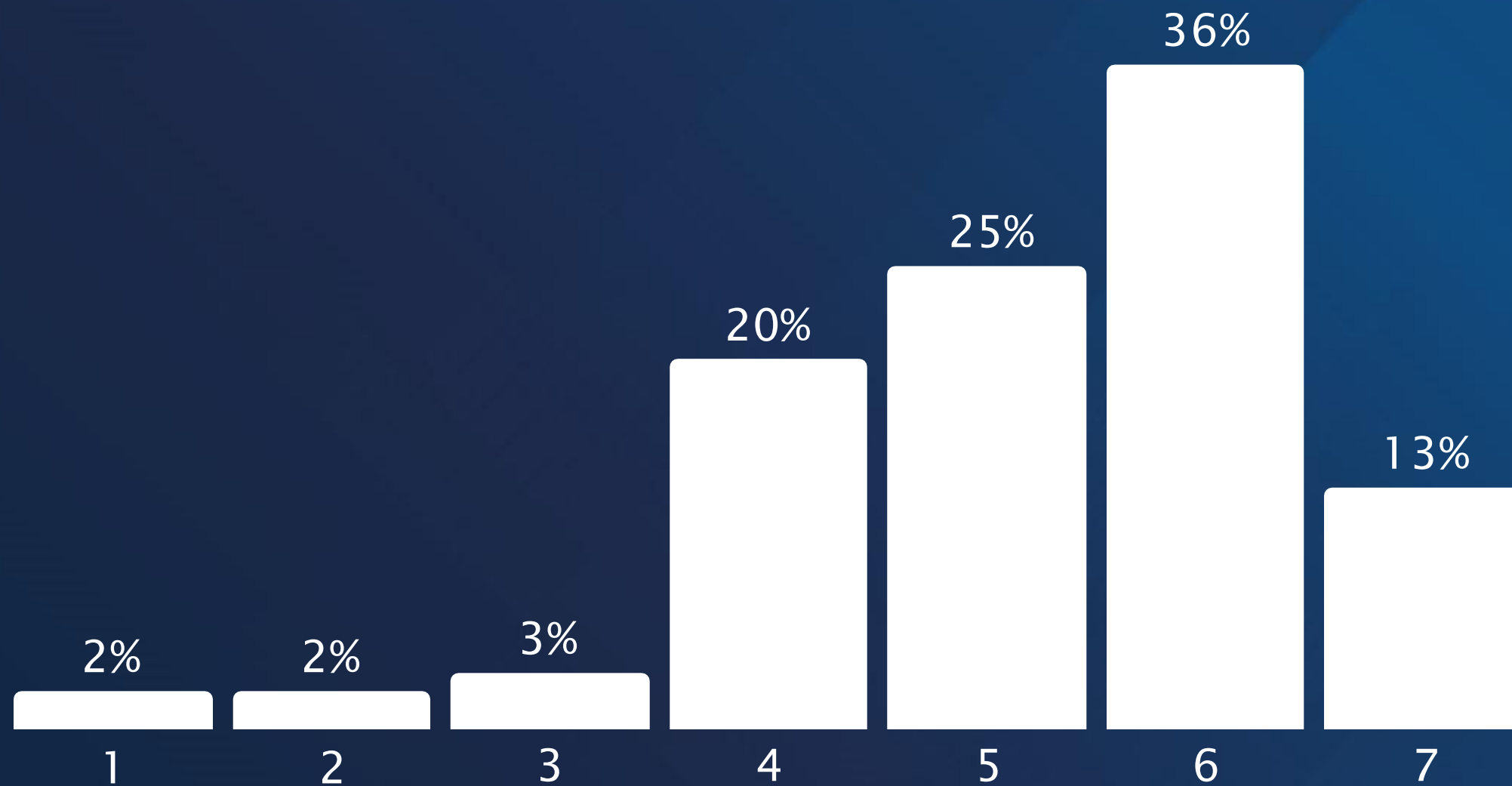
Service Provider



Do you agree with the report data that sees the suggested trend continuing? (1 = do not agree to 7 = completely agree)

[Link to Report Data](#)

Score: 5.2



Will the role of a "traditional" sales person change as end user customers adapt toward virtual/digital first interactions?

YES



NO



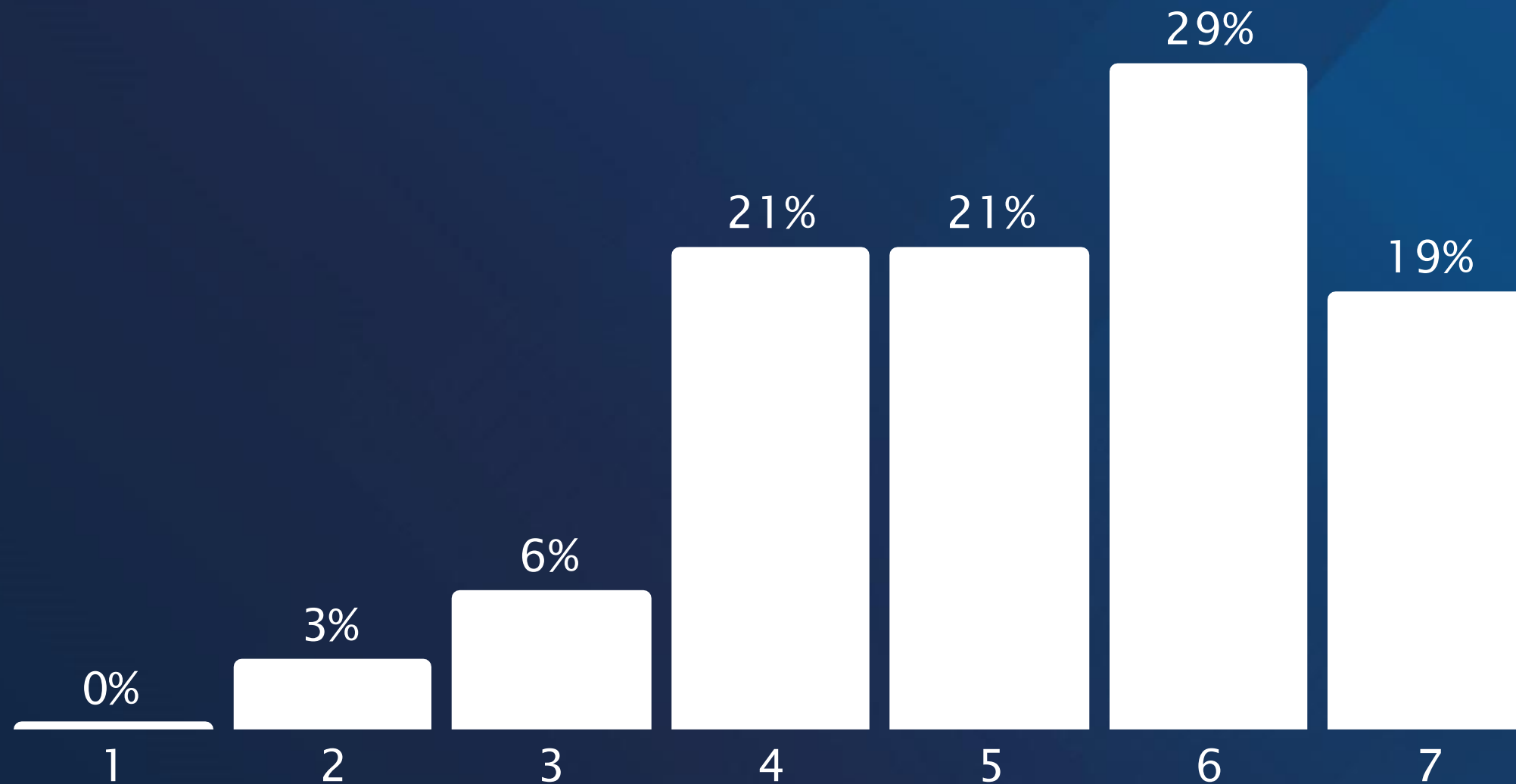
What is the top key skill set adaptation that will be required of a "traditional seller" to be successful in the new model.

Willingness to learn, be flexible, don't be afraid to fail
Professional
leverage technology and communication skills
Technical Skillset
Adaptive
versatility for all types of sales (in person, virtual)
Virtual meeting skills
Tech Savy
Flexible
creative
selling virtual
It savy
Technology efficient
Digital technology
computer literate
Virtual Selling
digitally adaptable
Value
Agility
Adjust attitude
Technology use
Social Media
Virtual Hybrid integration
Adaptation
Computer
Resourceful Quick
Tech savvy
Working with technology
Proficient use of technology

In the new reality, does the process of “prospecting” shift from the traditional model to something else within the organization?

(1 = remain traditional to 7 = significant shift)

Score: 5.2

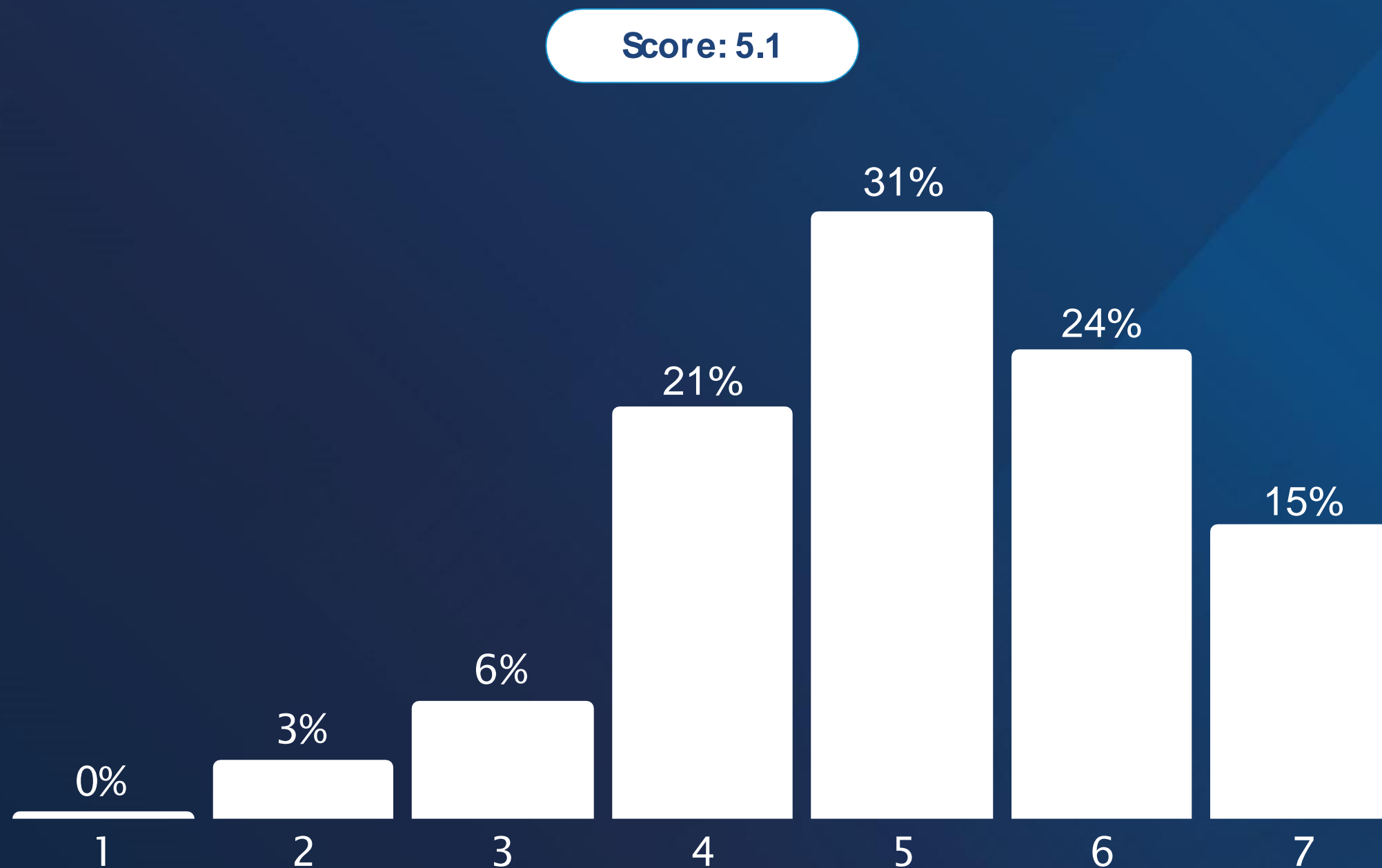


Describe the Shift you see in prospecting

- More digital and social prospecting. More pull lead generation through digital marketing.
- Better leveraging of website/other electronic lead sources as customers tackle early stages of research on their own.
- Proactive inside sales prequalify leads and opportunities... More pre-work of understanding the prospects business
- More use of historical data, CRM tools to start the process
- AI and big data will play an important role in prospecting
- Deeper partnership with marketing... Marketing Leads Top of Funnel.
- Hybrid sales model both virtual and in person. Initial contact likely virtual with in person follow up.
- Marketing Shifts to Sales Enablement.
- Must be able to leverage virtual communications
- Response time more than ever is key
- Rely more on networks being built through Associations and LinkedIn.
- I foresee about 1/3 of interactions with customers being virtual

How does this change the traditional sales and marketing structures found in most organizations today?

(1 = minimal change to 7 = significant change)



With continued adaptation to the new reality what investments, if any, will be required?

More Technology to work virtually, cameras areas focuses on marketing
increased investments in digital marketing/ecommerce

increases marketing communication spend

Training is so important!

Video

Digital Cohesion

Tablets, CRM, eCommerce

Minimal investment

More \$ to websites
Rebalance of role ratios
Content!!!

Technology

Marketing

AI Tools

Marketing, CRM

Digital acumen

Innovation CRM

yes , Training

Training

data investment

Sales Enablement Yes

Video content

Professional Training

marketing and marketing intelligence will gain importance

investment in technology and training is required to facilitate this change

expanded budgets to try new things and explore new ideas

More digital assests that can be designed specific to customers.