

HOW TO MAKE

HYBRID SALES WORK!

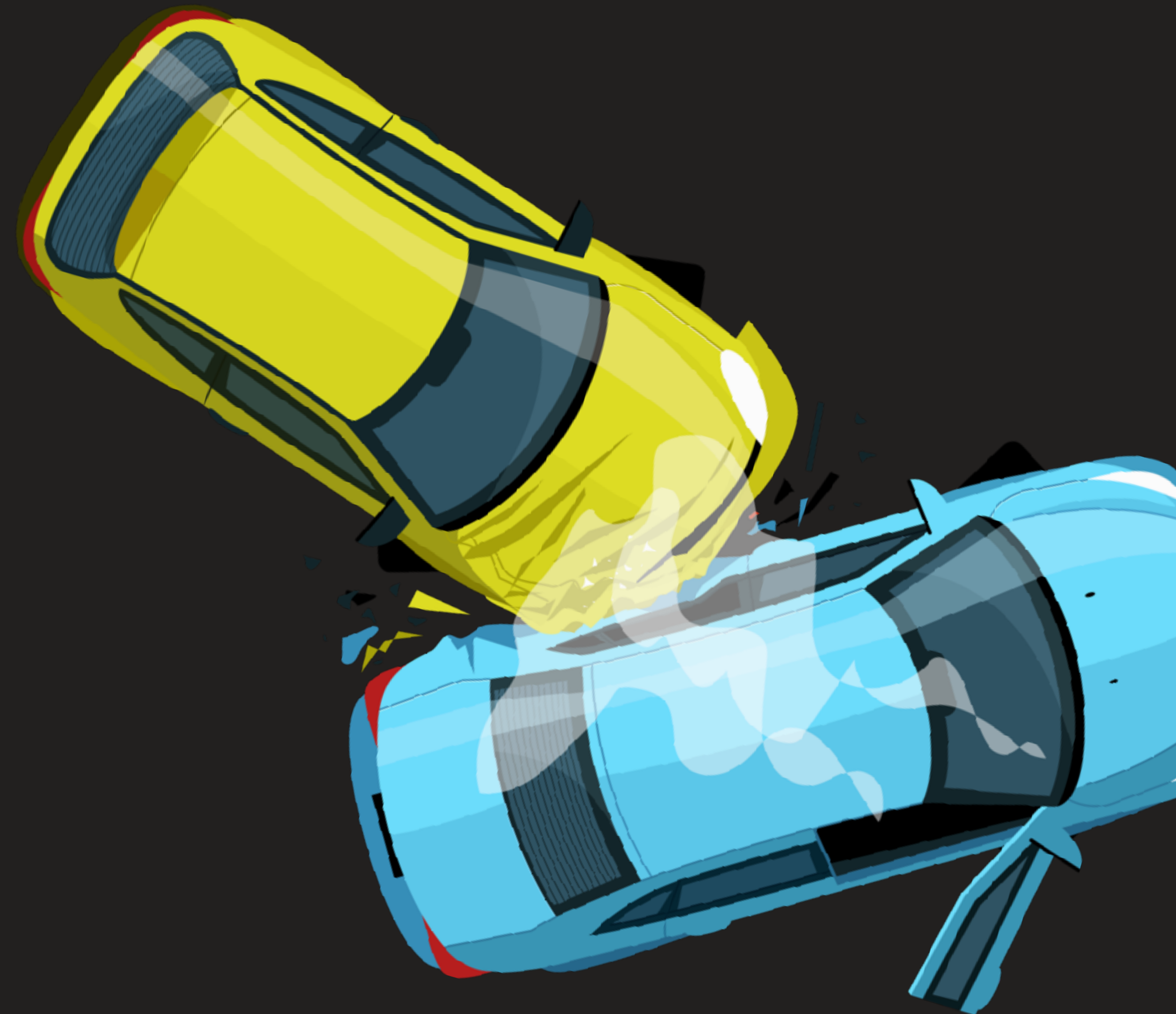




Today's
AGENDA

- + The pandemic effect on business
- + Pandemic boom-stories
- + The changes in attitudes and behaviors
- + Business lessons of the pandemic
- + Professional Selling in the New Normal
- + How to succeed in the New Normal

WHAT THE **PANDEMIC** DID TO BUSINESS...



But Wait a Minute!

NOT EVERYONE CRASHED



PANDEMIC BOOM-STORIES

NETFLIX

chewy

amazon

salesforce


CROWDSTRIKE

DocuSign®

zoom

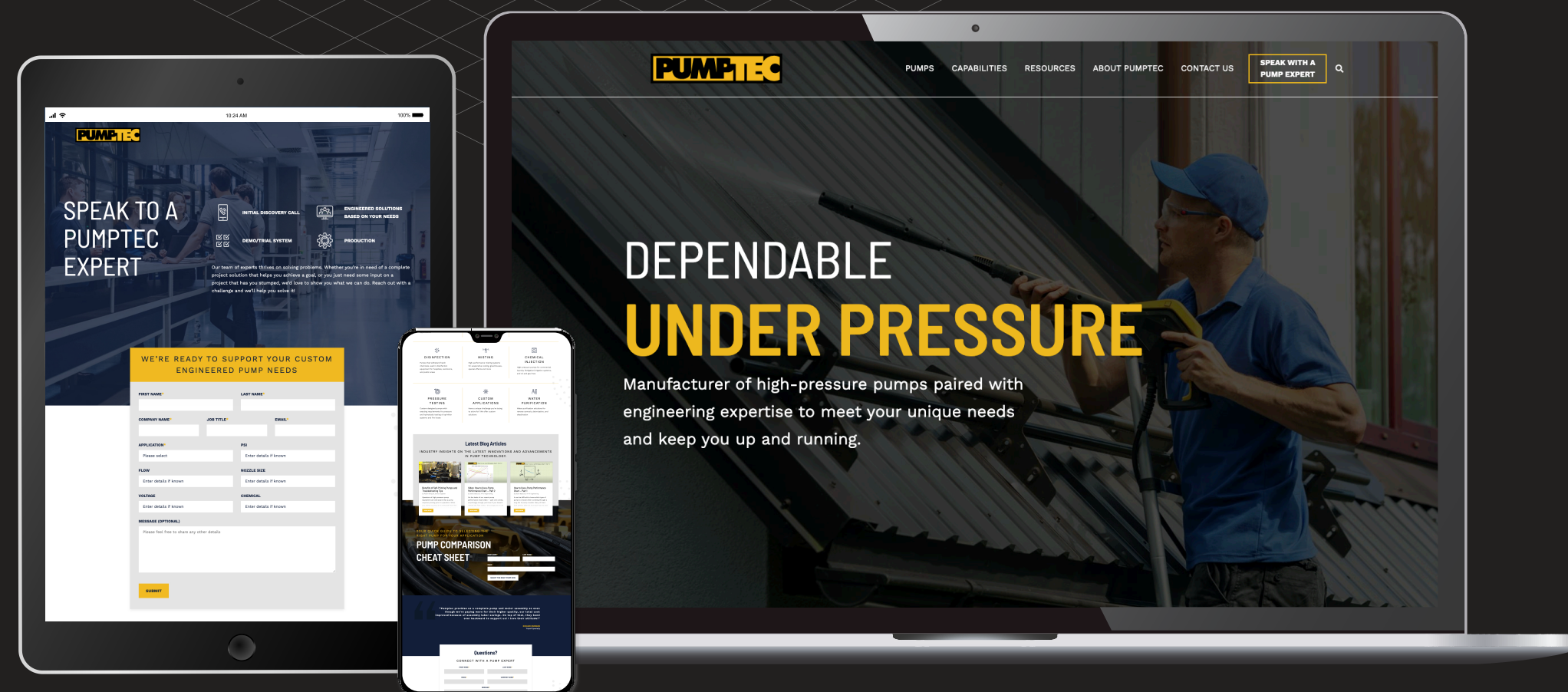
HubSpot



WHAT ABOUT NON-TECH BOOM-STORIES?

Pumptec's

CASE STUDY



THE RESULTS

Despite challenges brought on by the pandemic and a struggling economy, Pumptec grew its sales and engagement considerably:

- 39% increase in sales in the first nine months since partnering with Weidert Group
- 52% of new business in Q1 2021 was due to inbound sales — up from 27% in 2020
- Average new customer sale increased 89% from \$1,646.32 in 2020 to \$3,119.29 in Q1 2021 due to increased lead quality from inbound
- In the first three months of 2021, Pumptec already exceeded more than half of their total 2020 new business
- Pumptec secured an order of 300 pumps as a direct result of a targeted campaign to the disinfection industry using a combination of organic inbound marketing and paid ads
- 40 new, significant, qualified opportunities engaged with Sales and are going through the proposal process
- Zero additional Sales staff needed to be added in order to handle increased sales opportunities because of the improved efficiencies of Sales Hub Professional and the quality of inbound leads

39%

INCREASE IN SALES IN THE FIRST NINE MONTHS

89%

INCREASE IN AVERAGE NEW CUSTOMER SALE

33%

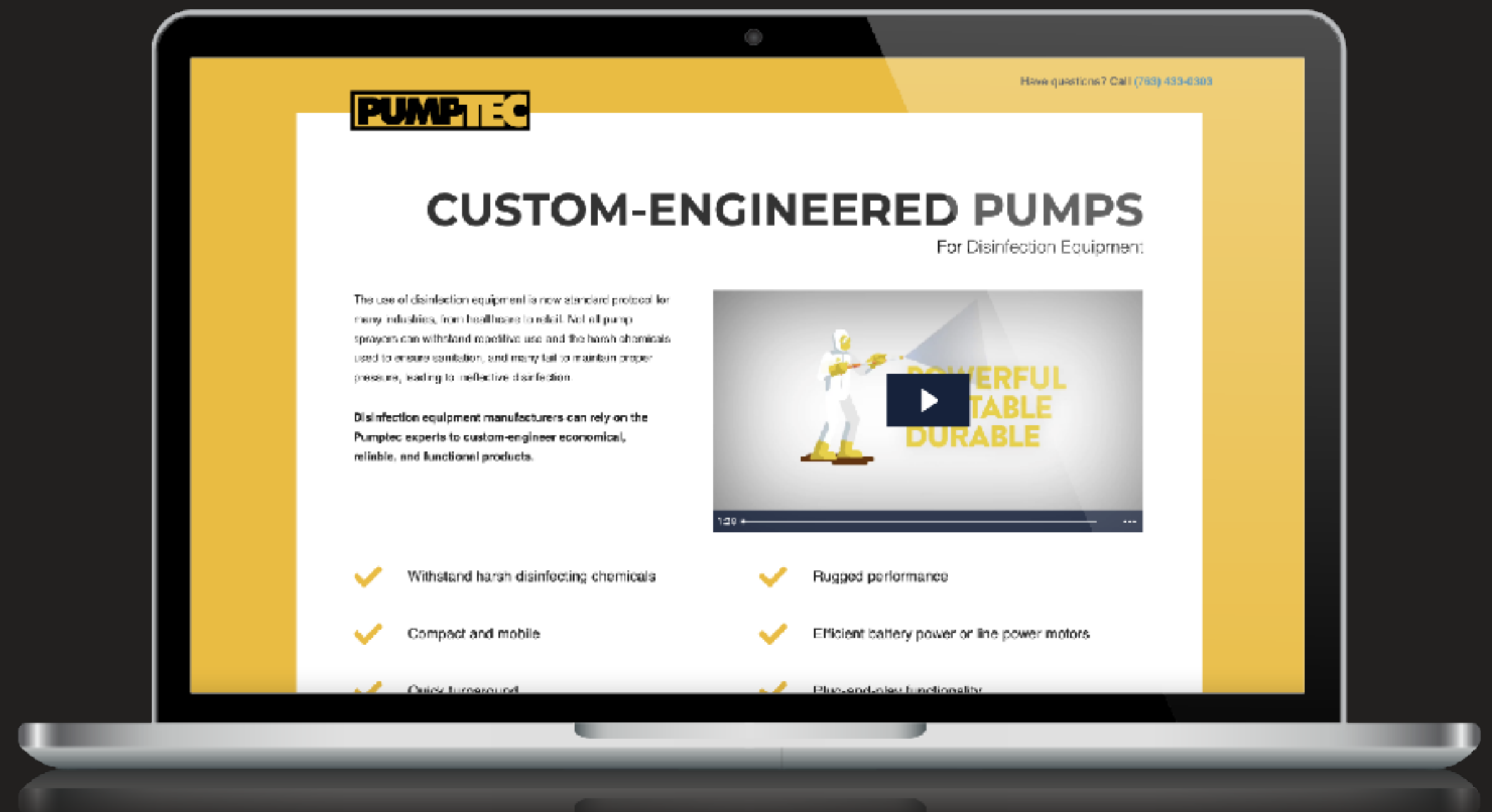
REDUCTION IN CLIENT ONBOARDING TIME

"Before working with Weidert Group and HubSpot, we were doing a lot of cold calling. Now, leads are finding us."

— Steve Babcock, Pumptec

Pumptec's

DISINFECTION CAMPAIGN LANDING PAGE



Falcon Structure's

CASE STUDY



THE RESULTS



Just 4 months after launching their new branded website and implementing SEO strategies:

- Optimized blog views increased an average of 141%, and overall blog views went up 195%
- Views to their product catalogs increased 300%
- 109% increase in top-10 ranking keywords and 123% increase in the top 3 SERP results
- 41% increase in Clicks and a 61% increase in Impressions year over year
- New contacts from website pages increased 156% (converted 4 of these contacts into customers)
- Increased customer conversion rate from direct traffic by 1,117%

\$592k

IN QUALIFIED SALES OPPORTUNITIES

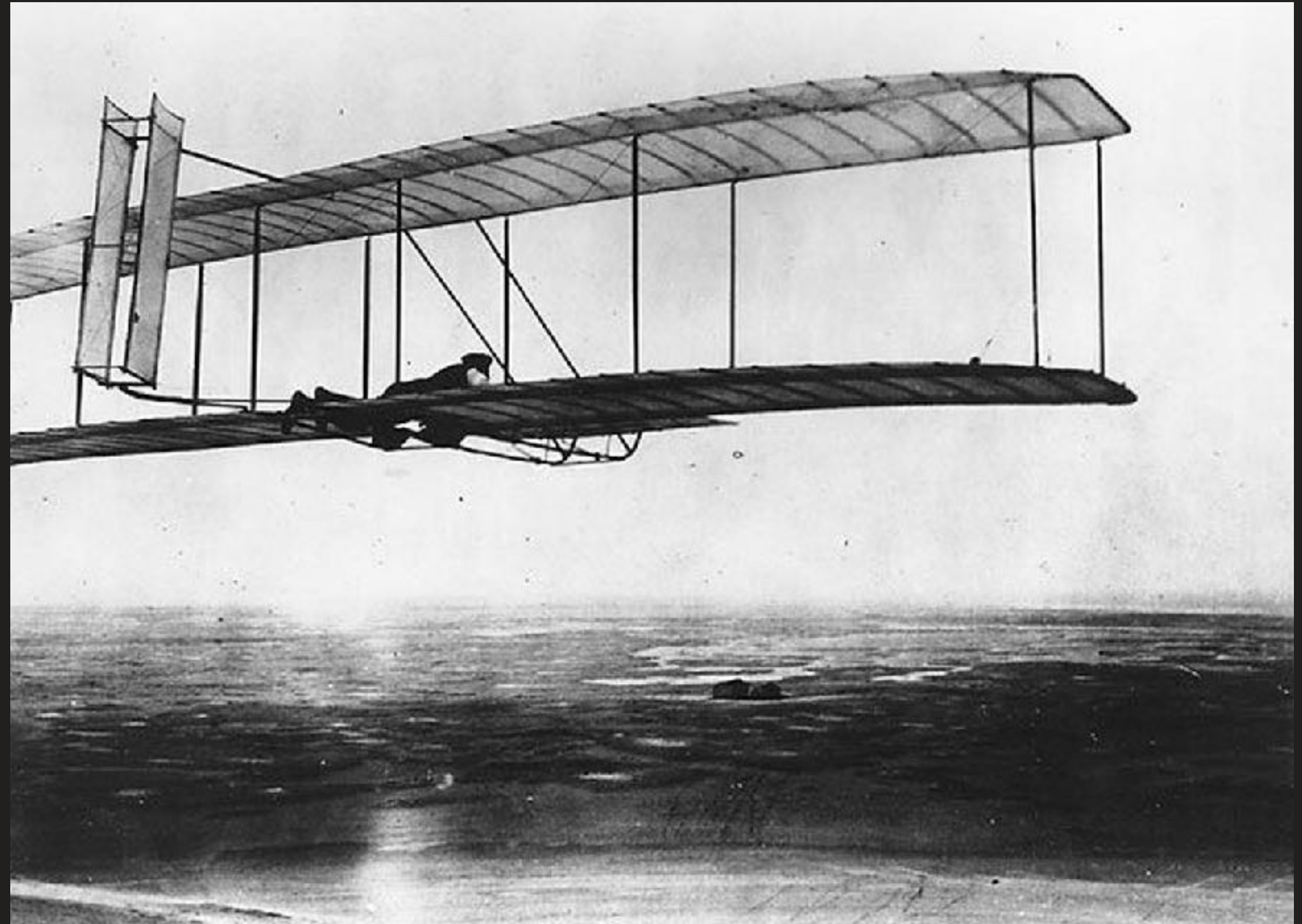
14%

INCREASE IN MONTHLY SALES

4

NEW CUSTOMERS IN FIRST 4 MONTHS

THE PANDEMIC CHANGED EVERYTHING





A SEISMIC SHIFT!

“The Pandemic took changes that were a long time coming and shot them out of a cannon. **Now there’s no going back.”**

Alison Sander, Futurist, Boston Consulting Group

CHANGING ATTITUDES AND BEHAVIORS

B2B Buyer Post-Pandemic Attitudes

- + Remote buying preferred: safer, easier, more efficient
- + **74%** see digital sales model as effective
- + **70%** doing large deals online
- + Video strongly preferred vs phone
- + Remote accepted for prospecting & serving customers
- + **89%** expect changes to stick

20%

In a 2021 survey by McKinsey,

ONLY 20% OF CUSTOMERS
SAY THEY HOPE TO RETURN
TO **IN-PERSON SALES.**

- McKinsey & Company, 2020

WHAT HAVE WE LEARNED?

Top Myths About Selling in 2021

- 1 Remote selling is a pandemic necessity and will recede with the pandemic
- 2 Important business is done in person
- 3 Videoconferencing is optional
- 4 A great PowerPoint drives videoconferencing
- 5 Remote meetings aren't as effective as face-to-face
- 6 Remote selling is something junior people do

THE **REAL** LESSONS!

- + **EVERYONE** expects a great digital experience
- + Your 1st impression is about **RELEVANCE**
- + Courting prospects is like online dating
- + Think **FLYWHEEL**, not transactions
- + Relationships are **STILL** everything
- + **AGILITY** is a source of competitive advantage
- + Authentic business values lead to **CUSTOMER TRUST**
- + Technology on its own isn't the answer

HOW WILL YOU SUCCEED?

5 Imperatives to

BUILD A STRONG HYBRID SALES MODEL

- 1 Commit to omnichannel experience
- 2 Shift sales reps to hybrid interactions
- 3 Improve inside sales capabilities
- 4 Intensify focus on LT customer relationships
- 5 Integrate marketing & sales operations



WHAT THE HECK IS **OMNICHANNEL?**



OMNICHANNEL IS

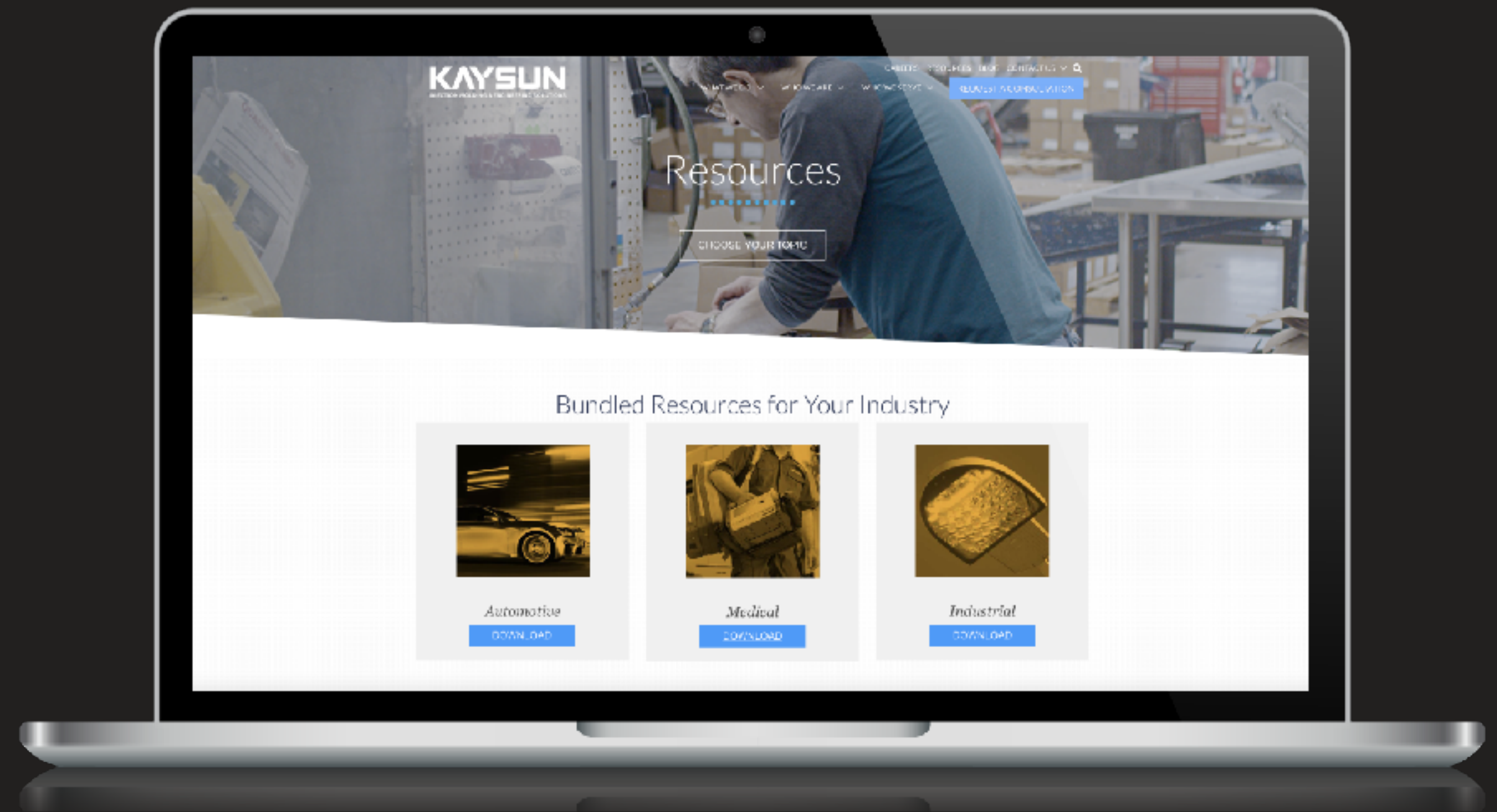
- + A seamless buying experience
- + Using integrated communication channels
- + Committed to speed, transparency, and expertise

Kaysun Corp's
HOME PAGE



Kaysun Corp's

VERTICAL'S PAGE



Kaysun Corp's

RESOURCE PAGE



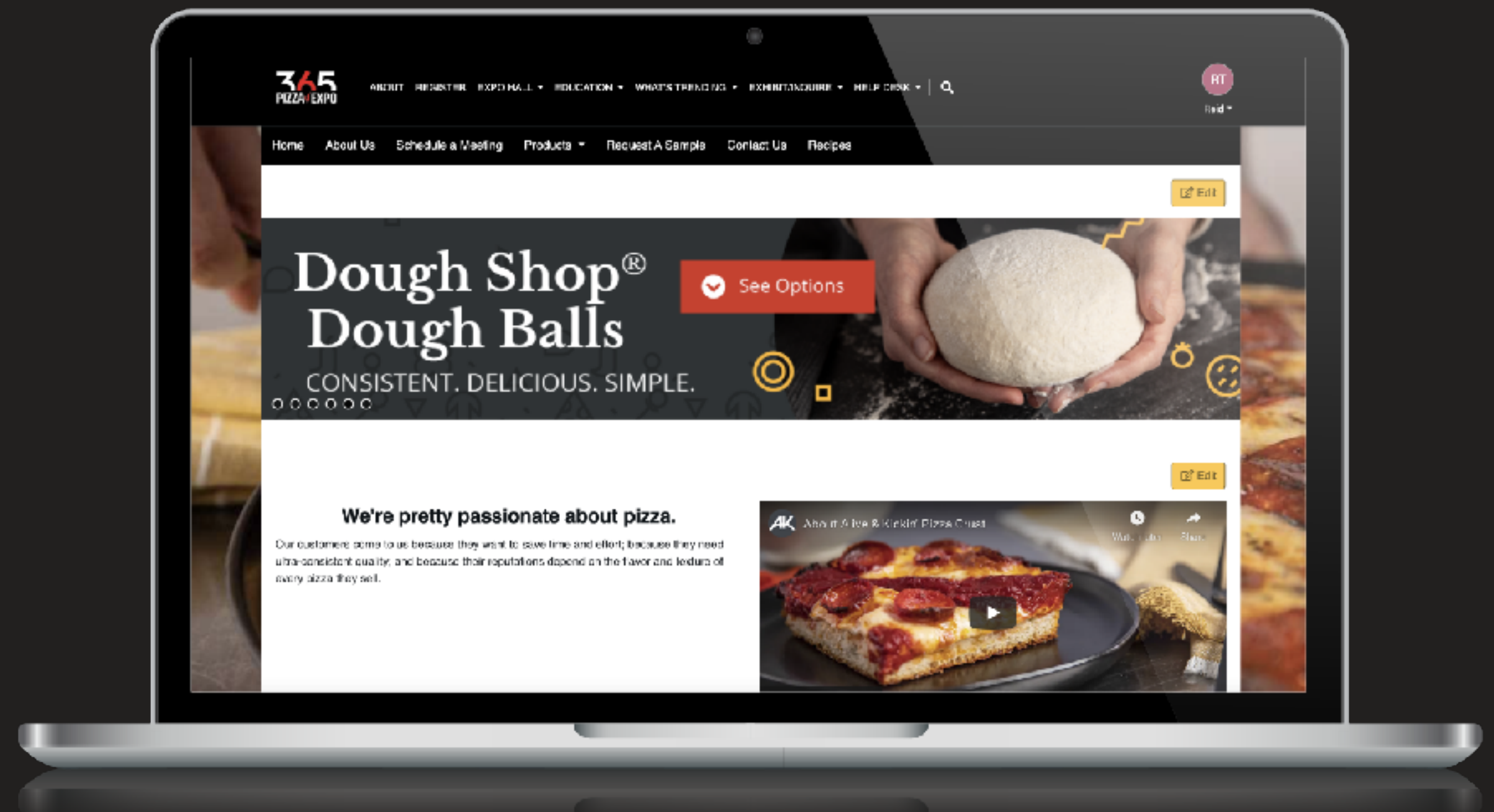
Kaysun Corp's

VIRTUAL TOUR



Alive & Kickin' Pizza Crust

VIRTUAL TRADE SHOW



HOW WILL YOU SUCCEED?

Building the

OMNICHANNEL CUSTOMER EXPERIENCE

- 1 Map the customer journey
- 2 Listen to feedback
- 3 Use the right technology
- 4 Identify stakeholders and make them partners

HOW WILL YOU SUCCEED?

Shift Sales Reps to

HYBRID INTERACTIONS

- 1 Equip with the right tools
- 2 Provide hybrid selling framework and expectations
- 3 Measure, coach, and train toward desired performance
- 4 Be intentional about motivation and morale

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HOW WILL YOU SUCCEED?

Improve

INSIDE SALES CAPABILITIES

- 1 Rethink inside sales role
- 2 Go deep with specialization and segmentation
- 3 Expand sales role in customer journey management
- 4 Encourage reps development of product/technical expertise

HOW WILL YOU SUCCEED?

Intensify Focus on

LT CUSTOMER RELATIONSHIPS

- 1 Use data to uncover unmet customer needs
- 2 Use data for cross-selling
- 3 Use data to address customer churn
- 4 Increase resources used to maximize customer lifetime value

HOW WILL YOU SUCCEED?

Integrate

MARKETING, SALES & CUSTOMER SERVICE OPERATIONS

- 1 Single technology platform across functions
- 2 Service level agreements with shared goals and KPIs
- 3 Integrated leadership, management, and reporting

Weidert Group's

EMAIL REPORTING

Search for emails Campaign: All campaigns - Type: All emails - More filters - Manage columns Export emails

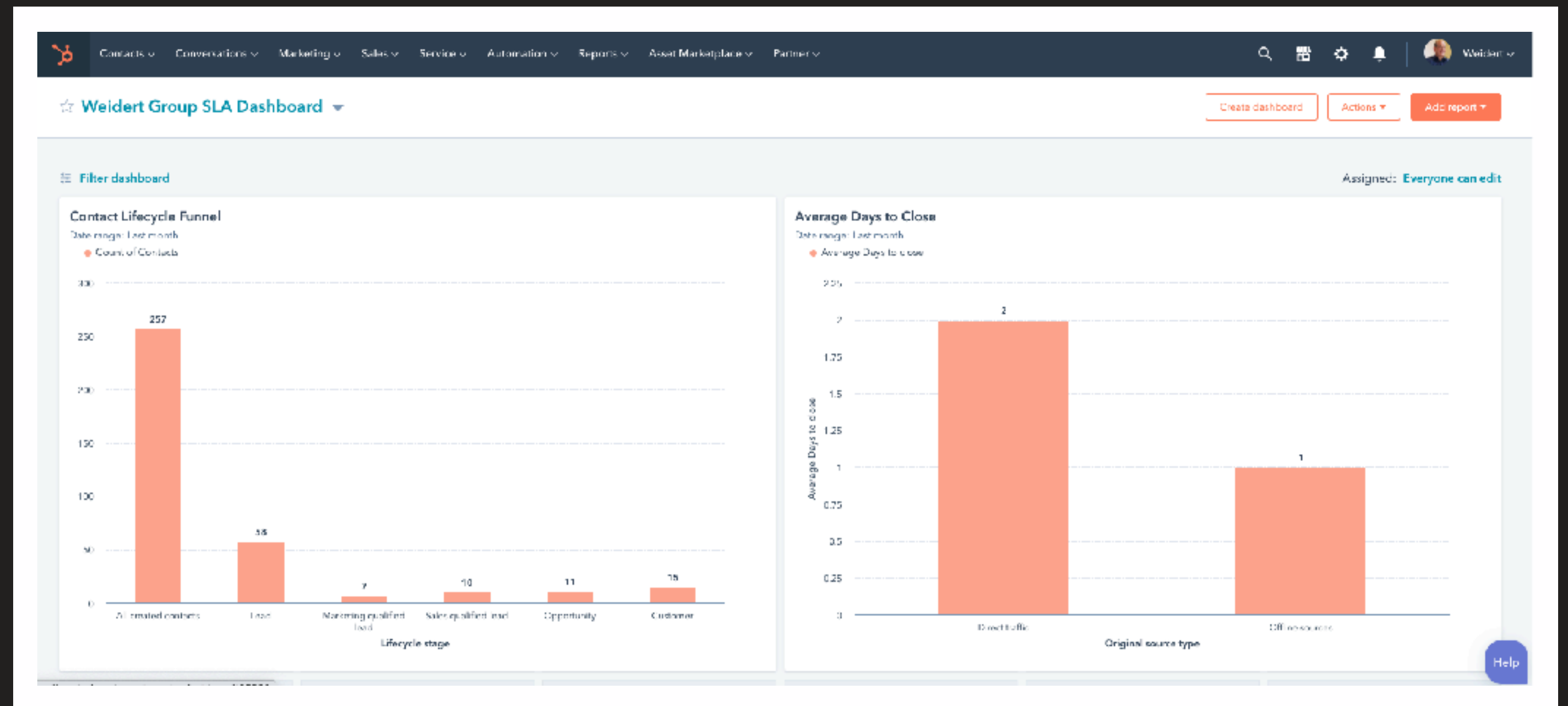
<input type="checkbox"/>	TITLE	LAST UPDATED	OPEN R...
<input type="checkbox"/>	2020 Weekly RSS Blog Digest - 3 Article Max ● Published Weekly RSS Email - Updated 10/22/2021 by Hubspot System	Oct 22, 2021	7.84%
<input type="checkbox"/>	INSTANT WG Marketing & Sales Blog Notification (English) ● Published Instant Blog Email - Updated 10/21/2021 by Hubspot System	Oct 21, 2021	10.41%
<input type="checkbox"/>	WF Email: Inbound Sales Pillar Page ● Draft Automated Email - Updated 10/21/2021 by Colin Grillith	Oct 21, 2021	0%
<input type="checkbox"/>	Promo Email: Inbound Sales Pillar Page ● Draft Time Zone Email - Updated 10/21/2021 by Colin Grillith	Oct 21, 2021	0%
<input type="checkbox"/>	2021 Manufacturing First - Post-Event Email ● Draft - Updated 10/21/2021 by Mary Rockman	Oct 21, 2021	0%
<input type="checkbox"/>	Manual Instant/Daily Blog RSS email ● Published Monthly RSS Email - Updated 10/20/2021 by Hubspot System	Oct 20, 2021	9.92%
<input type="checkbox"/>	HUG 2021 Q4 Email - Invite ● Sent - Updated 10/20/2021 by Mary Rockman	Oct 20, 2021	18.22%
<input type="checkbox"/>	Intranet Announcement Notification (English) ● Published Instant Blog Email - Updated 10/18/2021 by Hubspot System	Oct 18, 2021	86.21%
<input type="checkbox"/>	Blog Notification Email - NONRSS Manual (10/11/21) ● Sent - Updated 10/11/2021 by Kelly Wilhelme	Oct 11, 2021	12.52%

[Help](#)



Weidert Group's

SLA REPORTING



HOW WILL YOU SUCCEED?

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HOW WILL YOU SUCCEED?

Implementing a

HYBRID SALES MODEL

- 1 Set Expectations & Policies for Hybrid work
- 2 Identify key customer journey metrics
- 3 Use customer segmentation to inform hybrid decisions
- 4 Close omnichannel gaps
- 5 Invest in training and morale-boosting activities
- 6 Listen and be agile

HOW WILL YOU SUCCEED?

Hybrid Work

EXPECTATIONS & POLICIES

- 1 When remote, when in-person
- 2 New tech tools and training
- 3 1st gen changes to processes

HOW WILL YOU SUCCEED?

Identify

KEY CUSTOMER JOURNEY METRICS

- 1 KPIs across customer segments and life cycle stages
- 2 Measure outcomes and outputs
- 3 Provide all stakeholders with single view

HOW WILL YOU SUCCEED?

Use Customer Segmentation to

INFORM HYBRID DECISIONS

- 1 Segment across customer needs and value potential
- 2 Also segment based on customer channel
- 3 Seek opportunities to improve service-delivery efficiency

HOW WILL YOU SUCCEED?

Close

OMNICHANNEL GAPS

- 1 Listen to/observe prospects and customers for opportunities
- 2 Improve your web experience
- 3 Eliminate sources of friction
- 4 Use AI, automation, self-serve to add value

HOW WILL YOU SUCCEED?

LISTEN AND BE AGILE

- 1 Implement feedback channels for team, customers, and vendor partners
- 2 Demonstrate flexibility as a core value
- 3 Practice and celebrate agility!

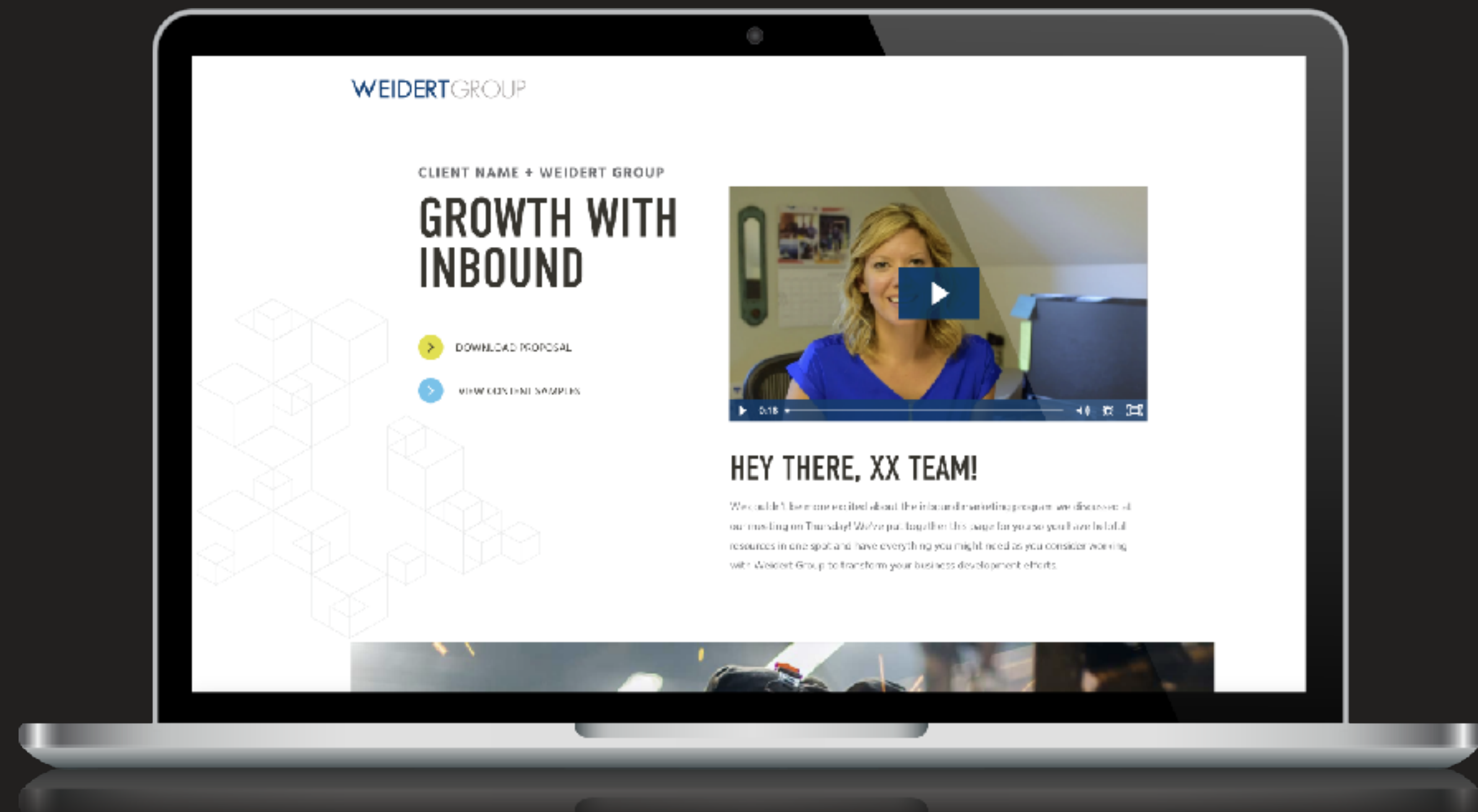
Create simple protocols

YOUR TEAM CAN FOLLOW

- + Score & prioritize leads
- + Nurture & manage leads with consistency
- + Write scripts for connect, discovery, and propose calls
- + Use the CRM to collect and utilize context
- + Measure results throughout process
- + Practice continuous improvement

Weidert's

PROPOSAL PAGE

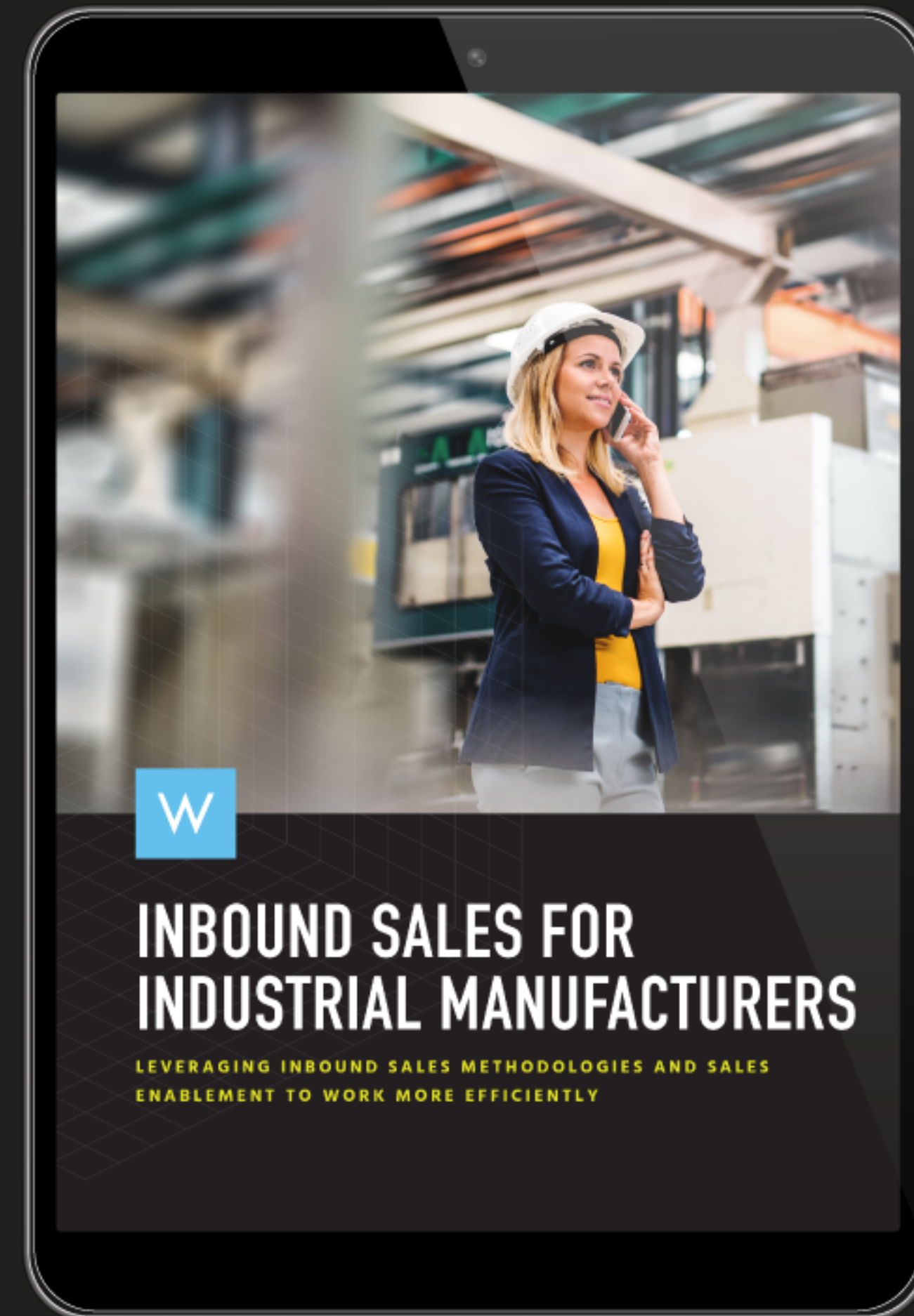


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TAKE THE **NEXT STEP**
[WEIDERT.COM/MF21](https://weidert.com/MF21)



THANK YOU!

