



From Sharp Practices to Sharp Talent:

The Future of Sales Webinar.

About

Monday 26th November saw Pareto partnering Ben Turner of the ISMM to welcome business leaders and experts from across the marketplace to join the debate as they explored the changing face of the sales profession. Discussing the evolution of sales people from the 'sharp practices' that have traditionally characterised the industry towards a consultative, value-adding approach to selling, the 50 minute webinar also featured a 10 minute interview between John Holton of Pareto and Ben Turner, alongside an open question and answer session as its conclusion.

This free event represents the first of a series of proposed webinars to be hosted by the Pareto Sales Society, and will offer the unique opportunity for the

UK business marketplace to discuss and debate long-term strategy for developing, growing and retaining the sharpest sales superstars of the future, ultimately shaping the modern-day sales industry and profession.

The slides featured within the presentation are attached for your reference. To view the video of the webinar, please visit:



From Sharp Practices to Sharp Talent:
Where is the Future of Sales?

...

Presented by...



John Holton, Pareto



Ben Turner, ISMM



From Sharp Practices to Sharp Talent:
Where is the Future of Sales?



From...



NOW.



To...

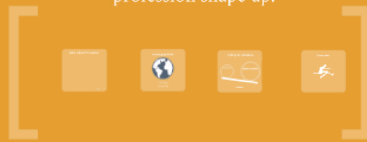
FUTURE.

**Why do we
need to change?**

Why do we
to change?

Sales: The Here and Now.

How does the sales
profession shape up?



Sales: A Poor Perception

25% fewer high-performing solution salespeople in UK than globally*

Student perception ranks the sales industry as lowest for status, job security and job satisfaction (GiveAGradAGo.com)

67% of surveyed UK companies preparing to grow their salesforce next year*

29% more UK salespeople are in a role they are not well-suited for*

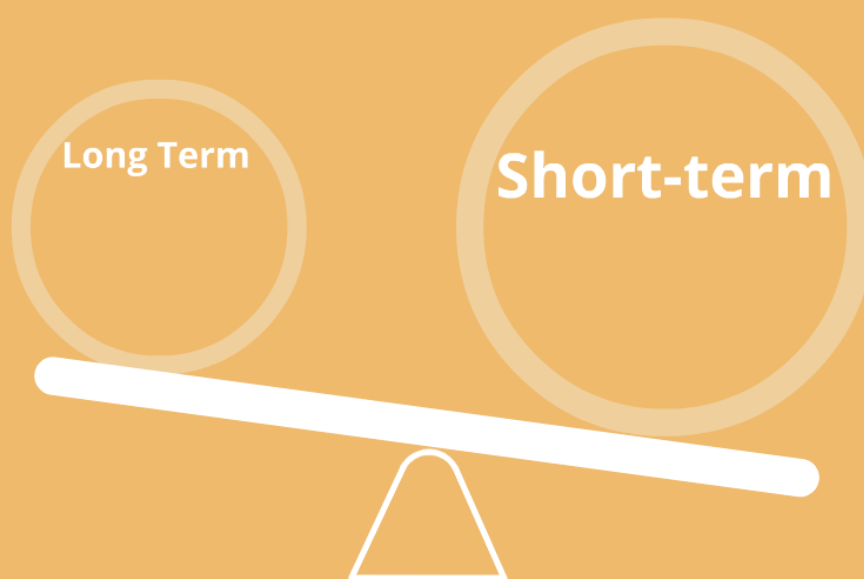
* salesassessment.com
2012

A Changing World



- Technology
- UK economy

Selling: An Imbalance



Short-term

Immediate Wins

Targets

Transactional
Selling

Long Term

Consultative Selling

Strategic Needs-Driven

Relationship Focused

The Hurdles

Performance = Potential - Interference



From Sharp Practices to Sharp Talent: Where is the Future of Sales?



From...



Why do we need to change?

Sales: The Here and Now.
(What are the sales performance challenges?)



NOW.



To...

FUTURE.

*Where do we
want to go?*

To...

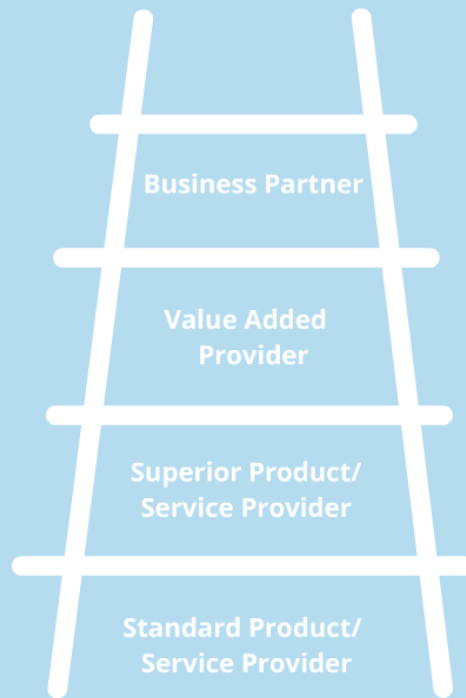
Sales: Sharp Talent.

An industry for
professionals.



*Where do
we want to*

The Relationship Ladder



Smarter Sales: A New Sales Professional

"Fit for the Future"

Understand your buyer's buyers

Command attention and interest in their field

Profit AND relationship driven

Move from skills to competence

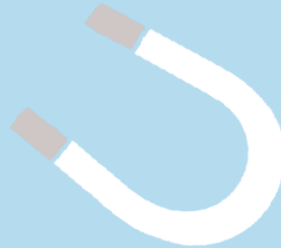
Connected - online and offline

Innovative and creative



The Profession: Attracting and Developing Talent

- Encouraging and rewarding new entrants into the industry
- Professional qualifications and continual professional development
- Significant rewards for significant effects
- Salespeople: Thought leaders in UK business



Investing in the Future: Your Business

Responsibilities:

Assess sellers and their leaders

Invest in training

Audit and measure success



Why?

Standing still creates a reverse direction

Improve business health



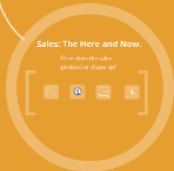
From Sharp Practices to Sharp Talent:
Where is the Future of Sales?



From...



Why do we need to change?

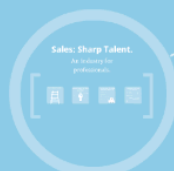


NOW.



To...

Where do we want to go?



FUTURE.

From Sharp Practices to Sharp Talent:
Where is the Future of Sales?



From...



Why do we need to change?



NOW.

The Journey



To...

Where do we want to go?



FUTURE.

The Journey



Sales Solutions in Action: The Client

Spending on today's results, not tomorrow
 Insufficient ROI
 Lack of strategic direction

Investment



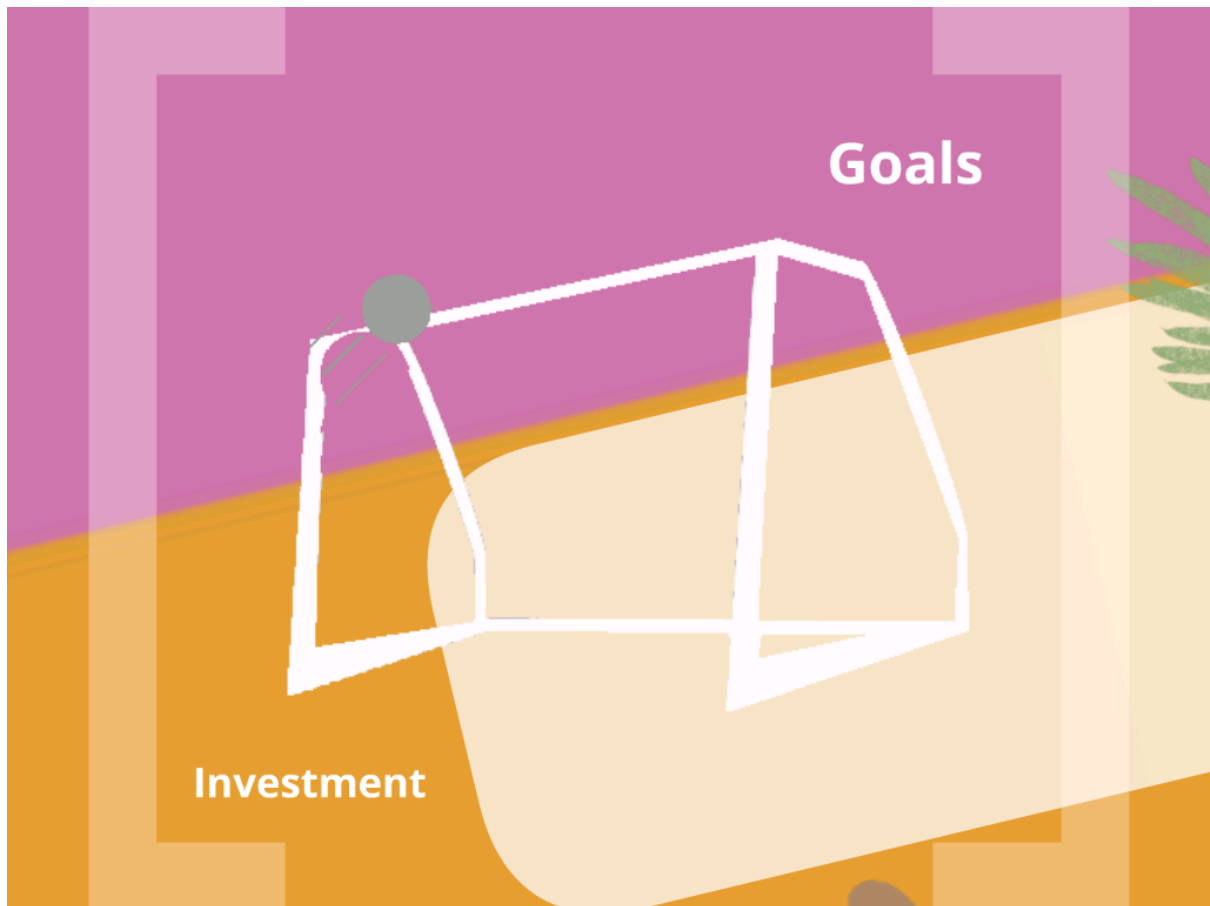
Influences



Limited business growth
 Missed opportunities

People

People



Healthcheck

Audit	Assessment
Selling Skills	✓
Benchmarked Standards	✗
ROI	✗
Performance management procedures	✓

Where are the gaps?

Attain

Filling in the
missing
pieces



Sales and Leadership
training programmes

Attain competency
levels for positive
change

Align

Align competencies to
company mission

Key Success Indicators

Retention

Process Ease

Profit per sale

Talent identification



Accredit

Standards of excellence



Professionalisation

High performance culture

Driving dynamism



The Result

Audit - Assess - Train - Accredited - Align

Hike in sales

Greater profit

Talent retention

Structure for
succession planning



Fit for the Future

From Sharp Practices to Sharp Talent: Where is the Future of Sales?



From...

The Journey



To...

Why do we
need to change?

Sales: The Here and Now.
How do the sales
profession operate?



NOW.

Where do we
want to go?

Sales: Sharp Talent.
The Sales for
professionals.



FUTURE.

Question & Answers



Trends in Selling and the future of Sale Qualifications



Where Are We Now?

Executive Summary

The current shape of sales in the UK
- How this looks against the rest of the world

The move towards Professionalisation

Government Lobbying

Worldwide Case Studies

Current Landscape

Executive Summary

The current shape of sales in the UK
- How this looks against the rest of the world

The move towards Professionalisation

Government Lobbying

Worldwide Case Studies

Current Landscape

“Won’t take no for an answer”

“Lacking knowledge”

“Doesn’t understand my circumstances”

“More Interested in Commission than what I need”

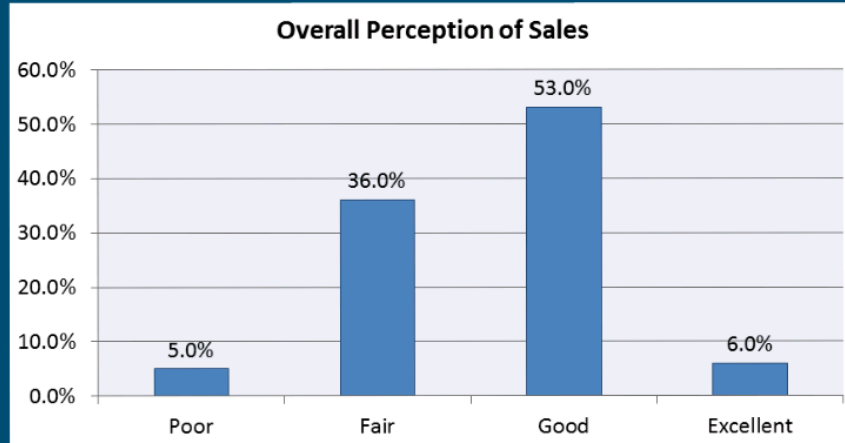
The Current Sales Climate



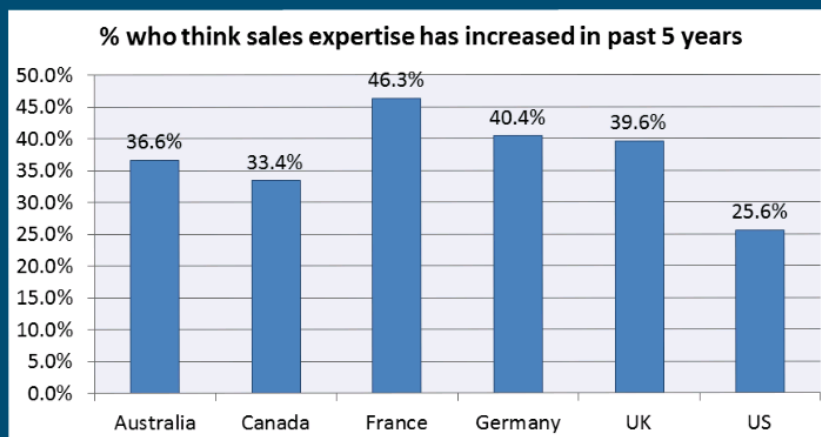
Global Sales Perceptions Report



Global Sales Perceptions Report



Global Sales Perceptions Report



The Solution

The Solution as we see it

The Professionalisation of Sales
Research Body
Government Support
Qualified Sales Force
Learning / Knowledge Driven Sales Organisations
Sales Academy

Sales Academy

"Where all employees who go through sales training, will achieve sales qualifications"
An Academic approach to sales training, helping make true Sales Professionals

The Sales Academy Shift

- 2000 – 2010, Hundreds to thousand

- 2010 + 2,000 to 10,000



The Solution as we see it

The Professionalisation of Sales
Research Body
Government Support
Qualified Sales Force
Learning / Knowledge Driven Sales Organisations
Sales Academy

Sales Academy

“Where all employees who go through sales training, will achieve sales qualifications”

An Academic approach to sales training, helping make true Sales Professionals

The Sales Academy Shift

- 2000 – 2010, Hundreds to thousand

- 2010 + 2,000 to 10,000





Testimonials

Testimonial - SIG PLC

"Achieving ISMM accreditation represents an important milestone in the company's push to encourage the long-term development of the firm's 1,500-strong UK sales force and reinforce the company's commitment to customer service.

We have made a concerted effort over the past 18 months to make SIG plc a true centre of excellence for salespeople in this industry, and this accreditation is further proof that sales executives have an opportunity to forge a long-term career here, with real avenues for personal development."



Testimonial - BT Global

"Last year I worked with Ben (and other external agencies) to create a sales optimisation programme for GSK, and to set out a series of qualifications which were in line with the UK National Occupational Standards (NOS) and to recognise different skills and levels in sales from a single certificate right up to degree level equivalents.

Last year I can track £600m revenue directly to this programme due to old fashioned targeting, planning and execution with articulation of value messages"



Testimonial - Tata Steel

"We are delighted to be partnering with the ISMM to develop and recognise the contribution that our talented sales force already makes to the business. Looking forward we believe the 'Academy' structure will help benchmark our business and prove its reputation of having truly excellent sales individuals."



Testimonial – SIG PLC

“Achieving ISMM accreditation represents an important milestone in the company’s push to encourage the long-term development of the firm’s 1,500-strong UK sales force and reinforce the company’s commitment to customer service.

We have made a concerted effort over the past 18 months to make SIG plc a true centre of excellence for salespeople in this industry, and this accreditation is further proof that sales executives have an opportunity to forge a long-term career here, with real avenues for personal development.”



Testimonial – BT Global

“Last year I worked with Ben (and other external agencies) to create a sales optimisation programme for GSUK, and to set out a series of qualifications which were in line with the UK National Occupational Standards (NOS) and to recognise different skills and levels in sales from a simple certificate right up to degree level equivalents.

Last year I can track £600m revenue directly to this programme due to old fashioned targeting, planning and execution with articulation of value messages”

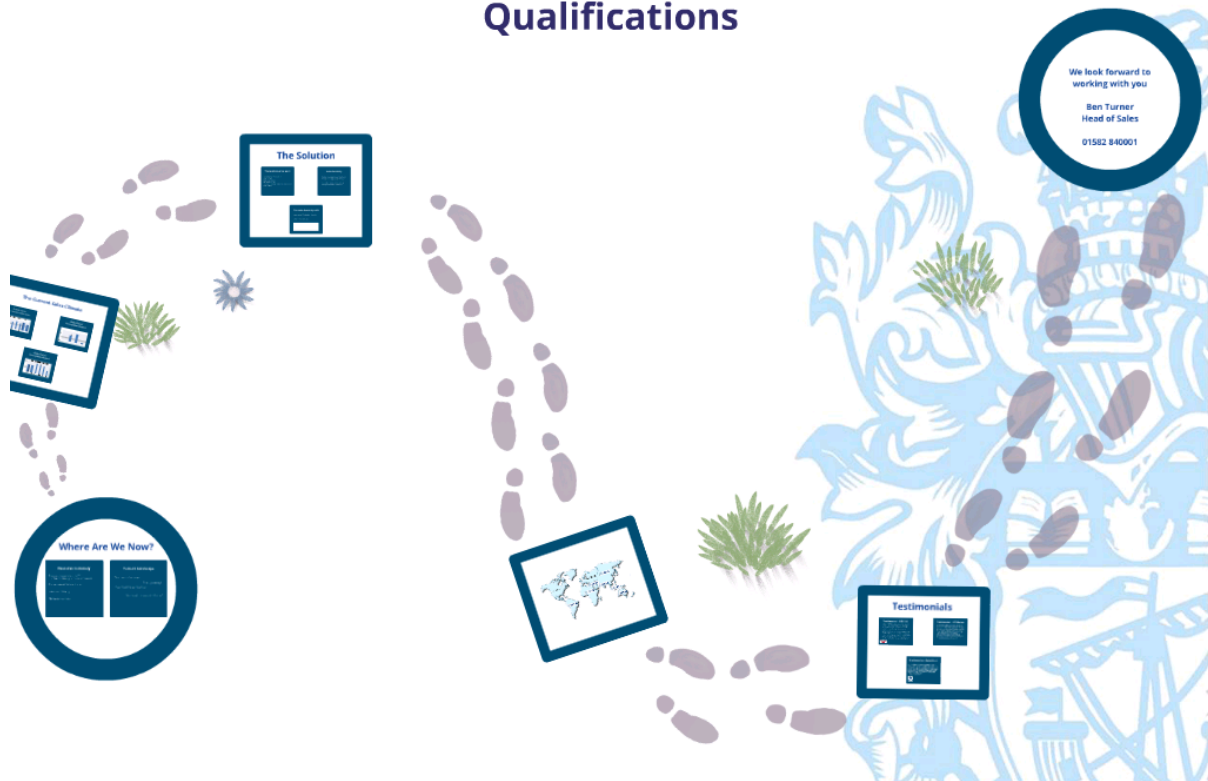


Testimonial – Tata Steel

“We are delighted to be partnering with the ISMM to develop and recognise the contribution that our talented sales force already makes to the business. Looking forward we believe the 'Academy' structure will help benchmark our business and prove its reputation of having truly excellent sales individuals.”



Trends in Selling and the future of Sale Qualifications



Question & Answers

