



Using The New Tech Stack



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The Buy-in

Digital products have tremendous potential to make your sales efforts more effective. The greatest challenge currently facing distribution sales, however, is digital buy-in. As professionals, we have to be willing to learn and leverage digital tech in our sales process.

The Beta Test

To get the whole team on board, the value of technology needs to be proven. To initiate this, I recommend a taskforce team consisting of a company executive, sales manager, one or two members of the outside salesforce, and if possible, a consultant who has successfully implemented technology for other clients. Experience has repeatedly taught me that to implement any new product, process, or organizational change, a successful beta test must be initiated. When a salesperson sees or hears about a successful new tool, he/she will readily get in line to adopt it.

Welcome tech benefits

Being unaware or unwilling to adopt new solutions undermines your effectiveness. Welcome the benefits of the digital transformation: not taking advantage of them only puts you further behind. Consider new software, such as voice-activated and data integrated call reviews from AI-backed conversation intelligence. Look into emerging capabilities in ERP, CRM, eCommerce, Product Content Management (PCM) Business Intelligence (BI), and pricing. Review calls from your AI-backed conversation applications. Leverage AI-generated data to make more accurate sales forecasts.

These steps improve personal efficiency and broaden team cohesion. Keep in mind, your company invests in digital solutions for a reason. Be willing to fold these new resources into your sales process.



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Engaging the already informed buyer

Today's savvy customers all use machine-learning applications to decide on products early in the sales process. Buyers use generative AI research to acquire the product knowledge once provided by a company's sales team. Today, sales reps often enter a sales cycle that is already 60-70% into a customer decision. A salesperson, therefore, must be highly skilled at demonstrating the compelling benefits of their solutions. With the changing sales landscape, reps must be ready to defend their company's position diligently. AI helps you do this effectively.

Recognize AI's limits

It is important to develop the ability to differentiate the advantages and limits of generative AI. Data collected by generative AI is only as good as the information that is inputted. Limitations and problems with AI include: difficulty in identifying the source of content, circumstances that change results, workforce job displacements, and biases present in the data. Research carefully and verify information by making multiple searches.

Keep up with the times

Times, techniques, and technology change but success still depends on your ability to "Hold on to your loyal customers." Salespeople must adapt to the rapid changes in the digitalization of sales, while still hanging on to the heart of the matter – the personal relationship. Take care to personalize your approach to each sale while augmenting it with digital tools. Today's salesperson has an amazing set of options across the tech stack. Software tools will continue to become cheaper, faster, more efficient and accessible. Make sure your enterprise selling keeps up with the times.

5 KEY TAKEAWAYS

1. Today's salesperson has an amazing set of options across the tech stack.
2. The greatest challenge currently facing distribution sales is digital buy-in.
3. Beta test the implementation of any new technology to achieve better buy-in.
4. The changing sales landscape requires reps to be ready to defend their company's position
5. diligently.
6. Research carefully and verify information by making multiple searches.