

TELESMART
COMMUNICATIONS

INSIDE SALES 2.0 TREND TALK

We warned you earlier this year to brace yourselves for a bumpy ride — but it wasn't all that bad, was it? Consumer spending is showing early signs of being on the roadmap to recovery, and many believe the worst is over. As we begin to ease our way back, we arrive a bit dizzy and confused but well-equipped to make stronger and more efficient choices. People still want it all . . . but they're determined to get it for less. If you want to be part of most purchase decisions, learn to be part of the conversation and “strike while the mood is hot” — you may never be able to schedule that next meeting or demo again. This new frugality will dominate the remainder of the year as we continue to make lean choices and be selective.

TeleSmart's Top 10 Trends in Inside Sales for 2009: Mid-year report

1. **Keep the switch on for inside sales.** Stop growing and dissolving this group like you're playing the accordion. Take inside sales seriously —after all, they generate up to 50% of your entire organizations' sales revenues. Invest in structuring a sound organization that can skate through the good time and not so good times. Take care of your talent by providing them with the best tools, processes, training, and management to help them succeed.
 2. **No one is going to pay you just for showing up.** Work will never look the same again because just about everyone around you feels so grateful just to have a job. What's the best job security today? The ability to stay flexible, collaborative, and entrepreneurial. And technically savvy workers will prevail.
 3. **In the cloud.** Sales opportunities are not just going to run through pipelines and channels. They can now arise out of the cloud, where prospects and sellers will come together through “shared business interest” that can happen anytime.
 4. **Clean up your profile, we have guests coming for dinner.** Your online presence and reputation is more important than how you show up in person and how you sound on the phone. Your “self-reference” carries the weight today so build it right — especially when someone asks about you and your services.
 5. **What's the new perk?** We heard it loud and clear, you are not going to retire on your 401K. So don't be surprised when your benefits package has a Starbucks gift card in it because that's all they can give. It's not only important to preserve your benefits but to create your own. Your commission structure is your new retirement package. When the escalators kick in, you know it's time to start saving big.
-

Inside Sales 2.0 Trend Talk- Mid- Year Report, 2009

6. **Pump up your pipeline.** Lower headcount, chopped up territories, fewer days to sell, unpredictable job losses and more reasons to feel scattered. Your pipeline has taken a dismal hit and now is the time to quadruple your building efforts. The most robust pipelines win today. If you build them anticipating fall-out, you will lead your team.

7. **Cubicle life.** The days of working in an orderly fashion conduct are long gone. These days, your algorithms, biorhythms, and general work habits are more aligned with your productivity time. Working from anywhere at anytime is replacing the predictable 9-5 shift. More and more are choosing to “dial up” or “dial down,” which means the workday has no real beginning or end.

8. **Is “no budget” the new catch phrase?** We know you’ve been hearing *more* of everything: more excuses, higher quotas, more competitors — and more objections. We’re all hearing these objections but it doesn’t mean they are true. Don’t cave when you hear the first signs of trouble; it’s just your prospect’s tangled way of asking you to continue selling to them so just get creative and look for easy and more resourceful ways to get the business.

9. **TeleTwittering . . . Is Twitter replacing the phone?** As more tools become integrated into the sales cycle, and the sales landscape continues to evolve, salespeople are trying everything to see what sticks. While most believe cold calling is dead, others believe Twitter is very much alive and has completely changed the sales process.

10. **Sales training is out, sales systems are In.** The days of sitting through boring sales training are gone. Salespeople don’t want to be held captive in stuffy conference rooms watching boring PowerPoint slides for days. As the pressure to build a strong pipeline continues, the need for a skilled sales force is high. When everything feels confusing, systems selling is the best way to get unified messaging on sales skills.

Josiane Feigon is President of TeleSmart www.tele-smart.com. Her book *Smart Selling from the Inside Out*, on the shelves in Fall of 2009, is already generating buzz and set to become *the* sourcebook for inside sales. She is a global thought leader in the inside sales community and recognized as one of the world’s leading experts on inside sales teams and management talent. Read her blog at www.tele-smart.com/blog.
