



## 11 IN 11

### SMART INSIDE SALES TRENDS IN 2011

#### SALES SNIPERS, LEAD DEVELOPMENT, AND MORE

Time to exhale! After surviving 2009 and dusting ourselves off in 2010, we begin a new year that promises more vigor and spunk.

Corporations are already beginning to suffer from “frugality fatigue.” This year, many will finally dip into their savings pile and spend, making 2011 the year of the socially smart buyer. The SMB market is well positioned to deploy new trends . . . as long as they can see the ROI light at the end of the tunnel and enough friends within their circle of trust recommend or like you.

Inside sales organizations continue to grow at least 30% faster than their field counterparts, with more hybrid and remote reps. But the real “Sales Snipers” are the lead development teams, projected to grow up to 300%. It’s no longer about having the best salesforce – in 2011, the best lead development engines will win.

So take your protein pills, put your helmet on, and get ready to soar as the Sales Sniper Pilots take full ground control of their sales productivity, intelligence, and social tools and make a perfect landing on their target buyers.

1. **Virtual Salespeople:** As inside organizations continue to grow, the need for cheaper and hungrier talent will explode. The buzzword is no longer off-shore outsourcing but out-of-state virtual employees – which means managers must pick up speed on managing remotely and in a virtual world.
2. **Your Social Graph Is the New Job Security:** Salespeople will become their company’s chief customer officers, so their social footprint must expand. Social media will become standard operating procedure and an essential part of the entire sales cycle. Time to start designing KPI’s that reward reps who have a high social graph and tools IQ.
3. **Social Surfing Beats Setting Appointments:** More and more appointments will be cancelled due to unpredictable schedules and long time requests. So change tactics: The best way to secure a meeting is for prospects to receive a thumbs-



up review from someone within their social web. It's time for inside sales to surf this new social wave and engage with their friends, fans and followers.

4. **Customers Are Mad as Hell:** Listen up! Busy prospects are skittish, independent, impatient, and tired of being held in a sales head-lock. They will come to you when they're ready and not before. Forget cold-calling — they will simply think it's a rude interruption.
5. **The Hip and Hungry Boomer Reps:** By all means refresh your inside sales talent in all categories — from leadgen, to inside sales, to hybrid — but don't just look for college hires. Boomers are hip, hungry, and they're not retiring anytime soon. Plus, the 50+ crowd doesn't party all night! They will gladly accept a position from 7-3 pm without any travel.
6. **Hey Coach, Watch This:** Managers must learn to coach and inspire, not embarrass and demotivate. Just because they "smiled and dialed" years ago doesn't mean it's still done the same way. Get your leadership skills in gear before your team members decides to take their resumes to the competition.
7. **Write On:** Customer 2.0 wants to know who you are before they connect with you, which means that writing good content will be key to your survival. Comments on blog posts, engaging questions on LinkedIn discussion groups, inviting tweet streams, and killer subject lines will get their attention fast.
8. **No-Po Rehab Clinic Opens:** It's about time you stop hanging out with the wrong people- the No-Po's who have No Power, No Potential and will never provide you with a Purchase Order. Just recognizing you are in the No-Po zone is the first step but going cold turkey is another. We can help with your No-Po addiction, sign up for a No-Po clinic .
9. **Nurture and Engage:** Customer 2.0 likes to self-educate, and they prefer to vary their learning methods. Inventory your valuable content, strategically align it throughout the sales cycle, and make it contagious so it turns into an inbound well qualified lead.
10. **Call Activity Gets a Makeover:** Forget tracking 75 outbound calls per day and give your next call campaign a major make-over. The days of counting are gone. Its time to press refresh when it comes to metrics — and stop relying only on the phone!
11. **Data grows Up:** Data is everywhere, so there's no excuse for not knowing. Get smart about what to do with all that data, and put the sales intelligence and analytics at your fingertips to use!



## Make Smart Selling Choices in 2011

**READ** Josiane Feigon's *Smart Selling on the Phone and Online*. — the #1 best-selling inside sales sourcebook, written just for inside sales teams and managers who must navigate the Sales 2.0 landscape. This cubicle must-have is based on the proven and time-tested TeleSmart10 System, the Sales 2.0 training methodology that global Fortune 500 companies rely on for developing their sales talent.

**2011 TREND DOWN LOAD** white papers, trend reports, webinars.

**REGISTER FOR 11 IN 11: FIRST LOOK AT THE TOP 11 TRANSFORMING SALES TRENDS IN 2011** FREE WEBINAR ON JANUARY 20<sup>TH</sup>

**Make your New Year's resolution to join a professional organization! The AA-ISP (American Association of Inside Sales Professionals)** is where you belong if you're in inside sales. This professional organization is exclusively dedicated to taking inside sales to a new level. Sign up for the February 10<sup>th</sup> conference in San Francisco and enter "**TeleSmart**" promo code for your discount

**SIGN UP— Smart Selling Service Offerings 2011:** We offer a wide assortment of service offerings, ranging from on-site training to virtual webinars. Our training is all about inside sales — combining phone, online, and sales and social tools productivity. Watch Josiane's video and invite her for the following:

- [2-Day On-Site Training](#)
- [1:1 Productivity Coaching](#)
- [Subscription Smart Shots Webinars](#)
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For More Information, contact Josiane.

Phone: 415-543-6537

Email: [getsmart@tele-smart.com](mailto:getsmart@tele-smart.com)