



The Future of Sales

The West Regional Skills Forum



Regional Skills

WEST

Partnerships for Skills

West RSF Education & Training Providers



msletb

Bord Oideachais agus Oiliúna
Mhaigh Eo, Shligigh agus Liatroma
*Mayo, Sligo and Leitrim
Education and Training Board*



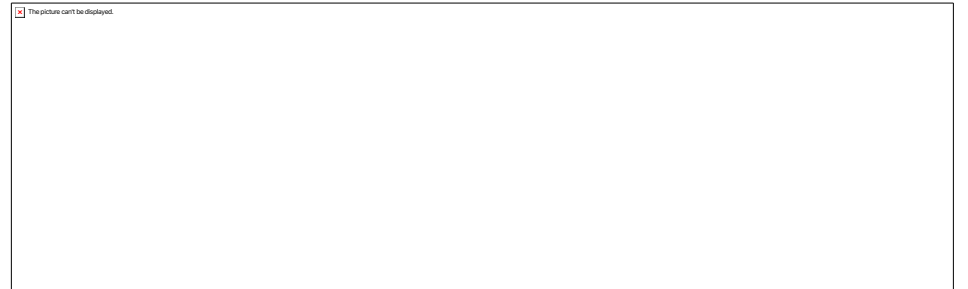
GMIT

INSTITIÚID TEICNEOLAÍOCHTA NA GAILLIMHE-MAIGH EO
GALWAY-MAYO INSTITUTE OF TECHNOLOGY



gretb

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na Gaillimhe agus Ros Comáin
*Galway and Roscommon
Education and Training Board*



So, what's in it for me?

100% tailored free support for your business including:

- A. Help to **analyse your company skills needs**
- B. A **customised report of the available training options** in the region, including the **subsidies and funding** available
- C. Collaboration to **create new solutions that meet industry needs**



An initiative of the West
Regional Skills Forum

Welcome – Galway Chamber of Commerce



Dave Hickey

**President, Galway
Chamber of Commerce**



The Evolution of Sales



Ruairí Conroy

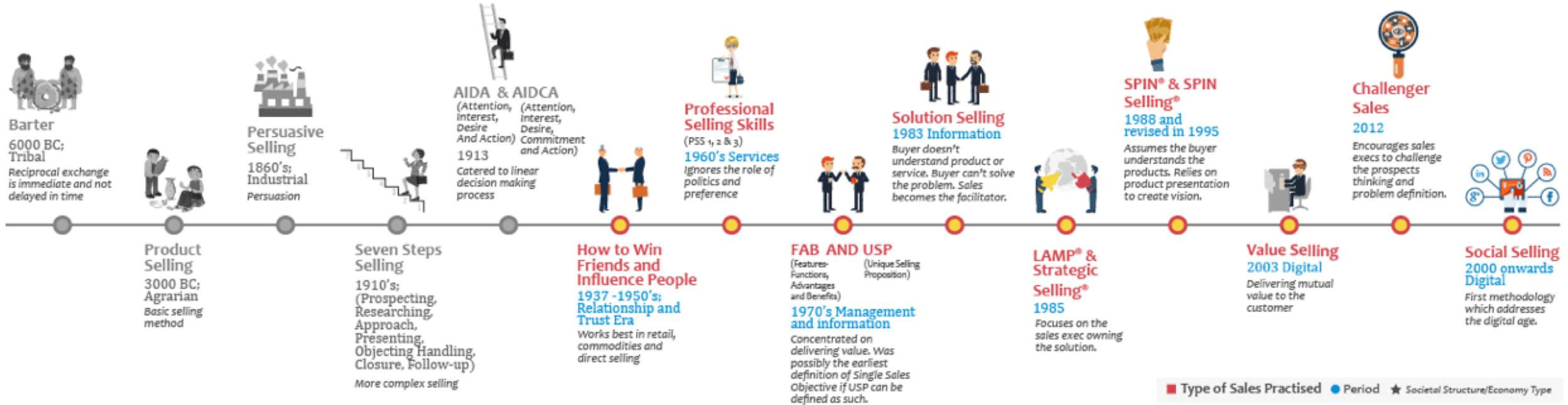
**VP of Global Growth
Markets, SiteMinder**





The Sales Space Has Transformed.....

Evolution of Sales Methodologies





There's old school sales, where you ...

- ✗ Target prospects that are a good fit for **YOU**
- ✗ Cold call prospects with **YOUR** elevator pitch
- ✗ Push prospects through **YOUR** sales process



Then there's sales today, where you ...

- ✓ Listen for prospects starting **THEIR** buy cycle
- ✓ Engage prospects with **THEIR** interests
- ✓ Help prospects through **THEIR** buying process

It's not about the rep, it's about the *customer*.



- ✗ Target prospects that are a good fit for **YOU**
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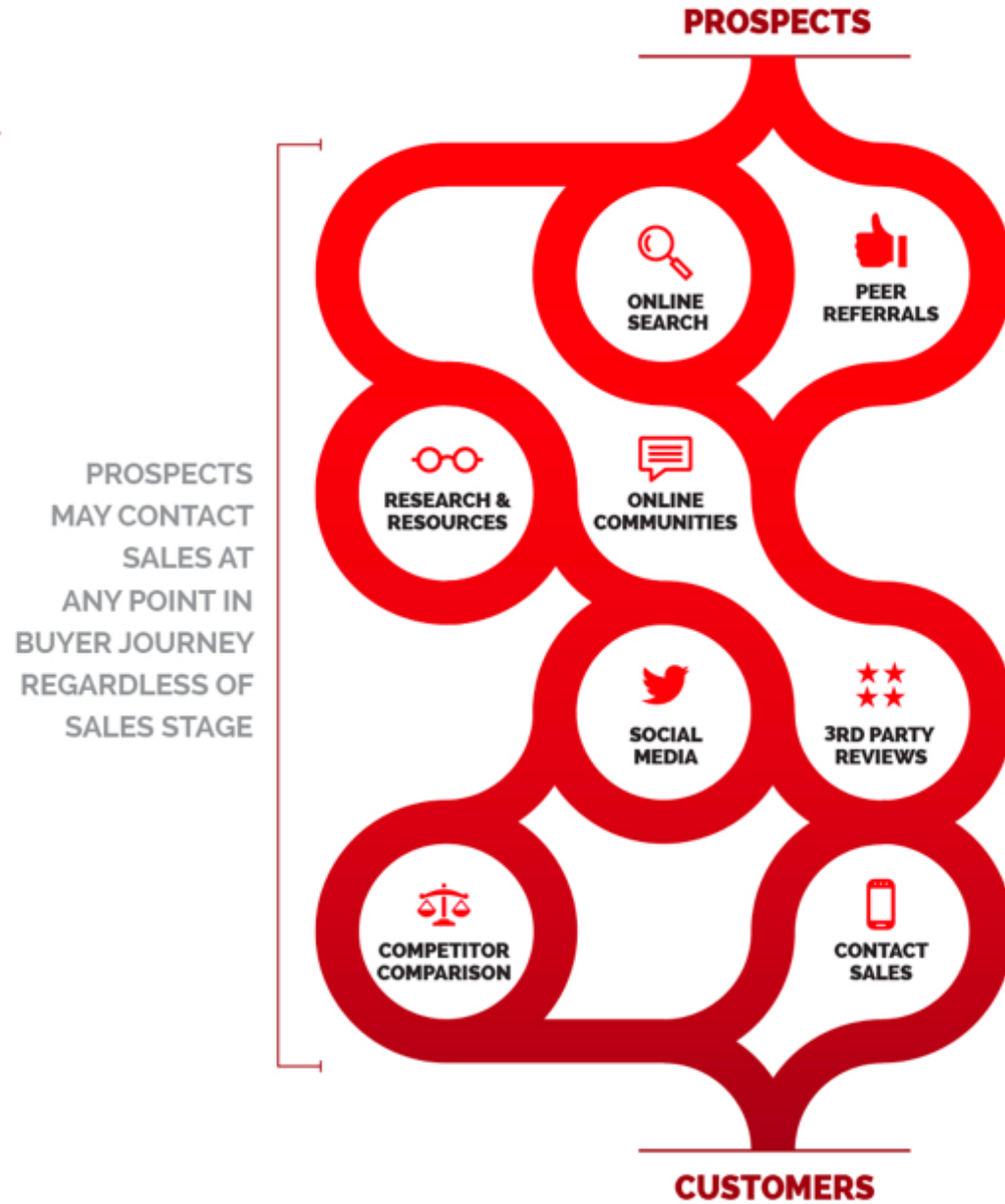


- ✓ Listen for prospects starting **THEIR** buy cycle
- ✓ Engage prospects with **THEIR** interests
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Traditional Sales Funnel

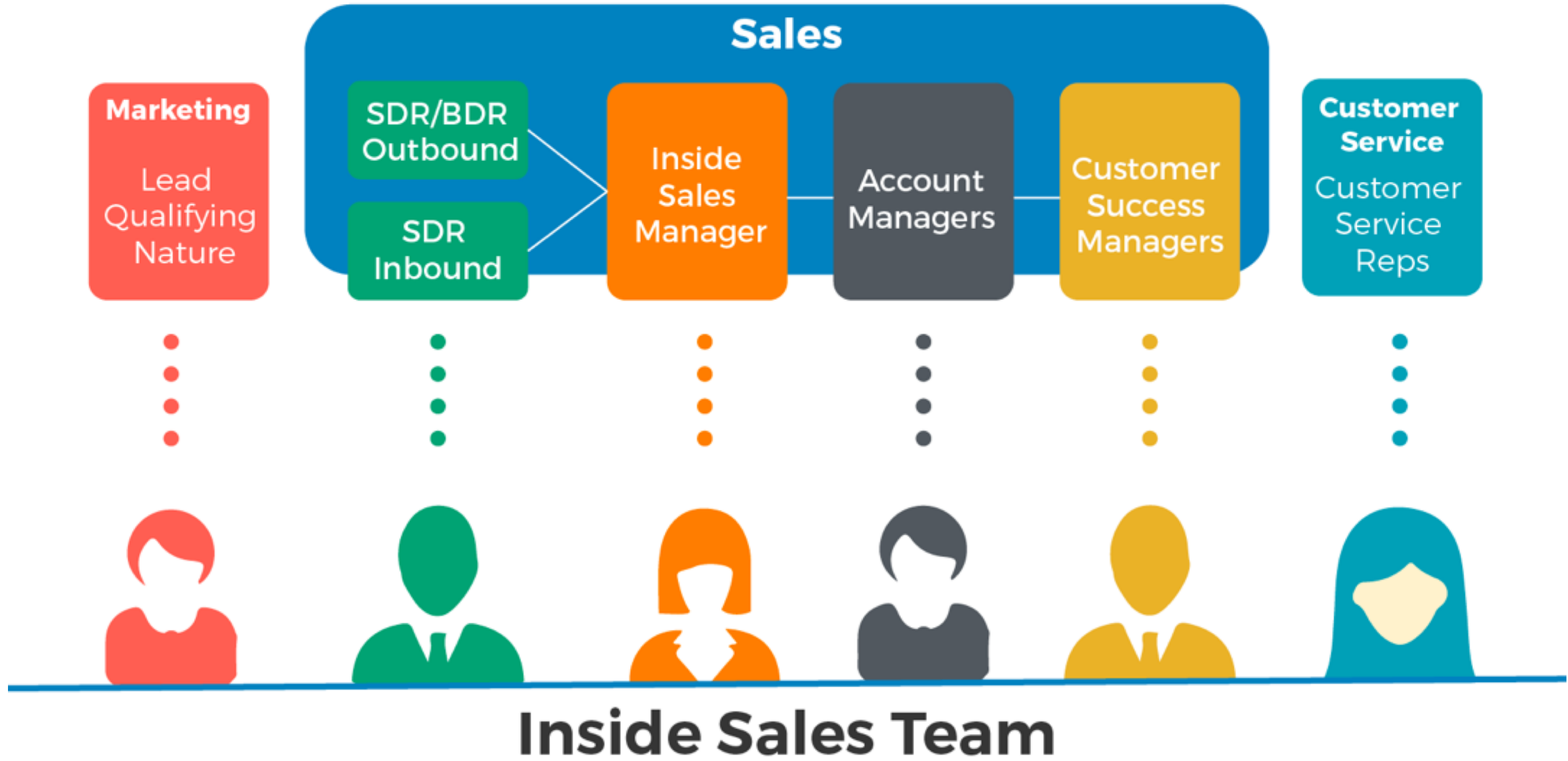


The New Sales Journey



Outbound to Inbound





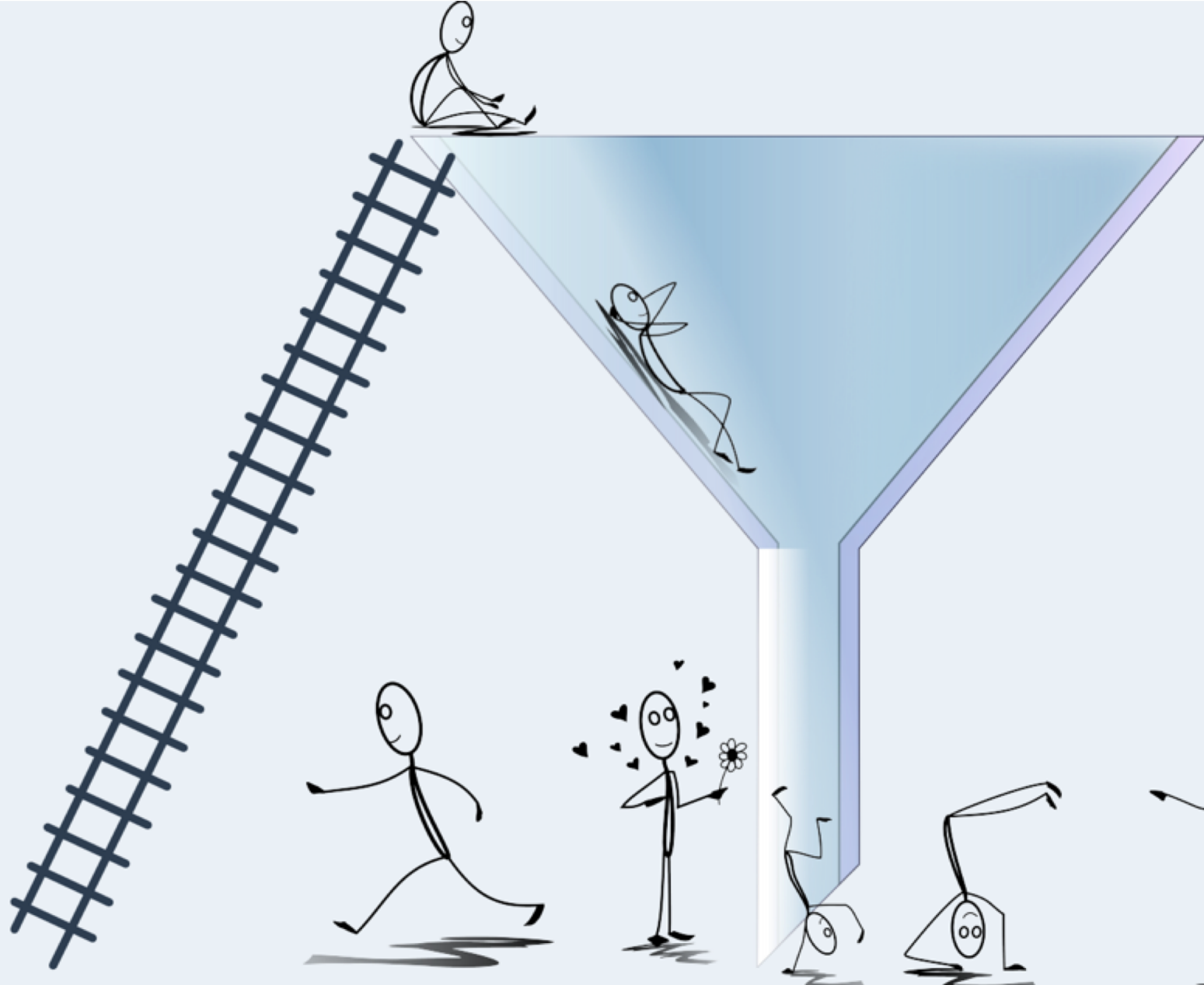
Moving from Funnel to Flywheel



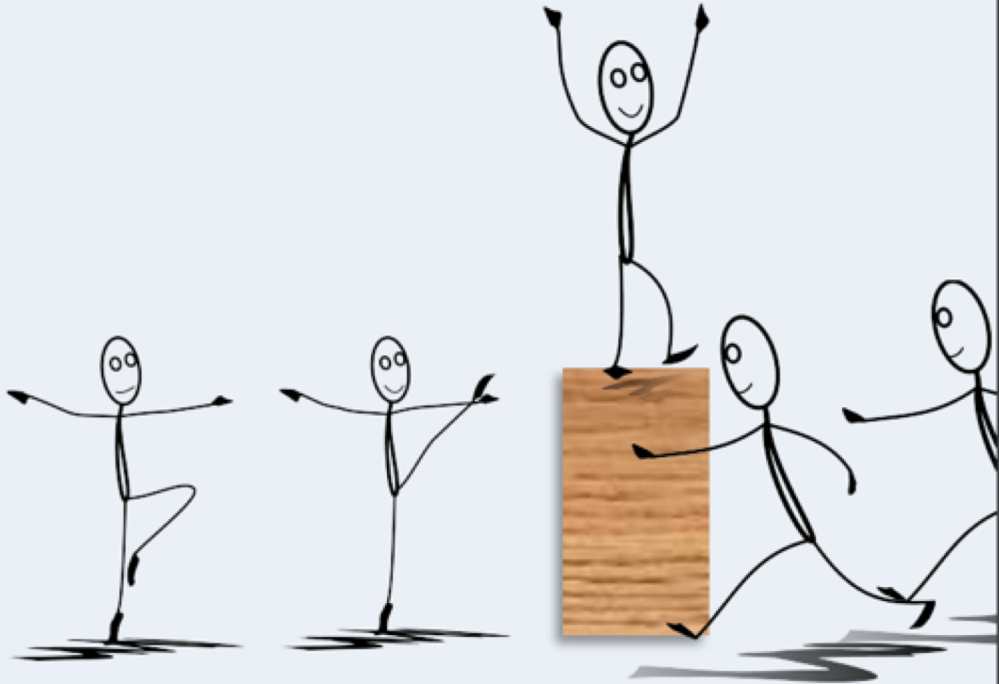
Anytime you look at a graph representing a conversion process, the chart itself is shaped like a funnel.

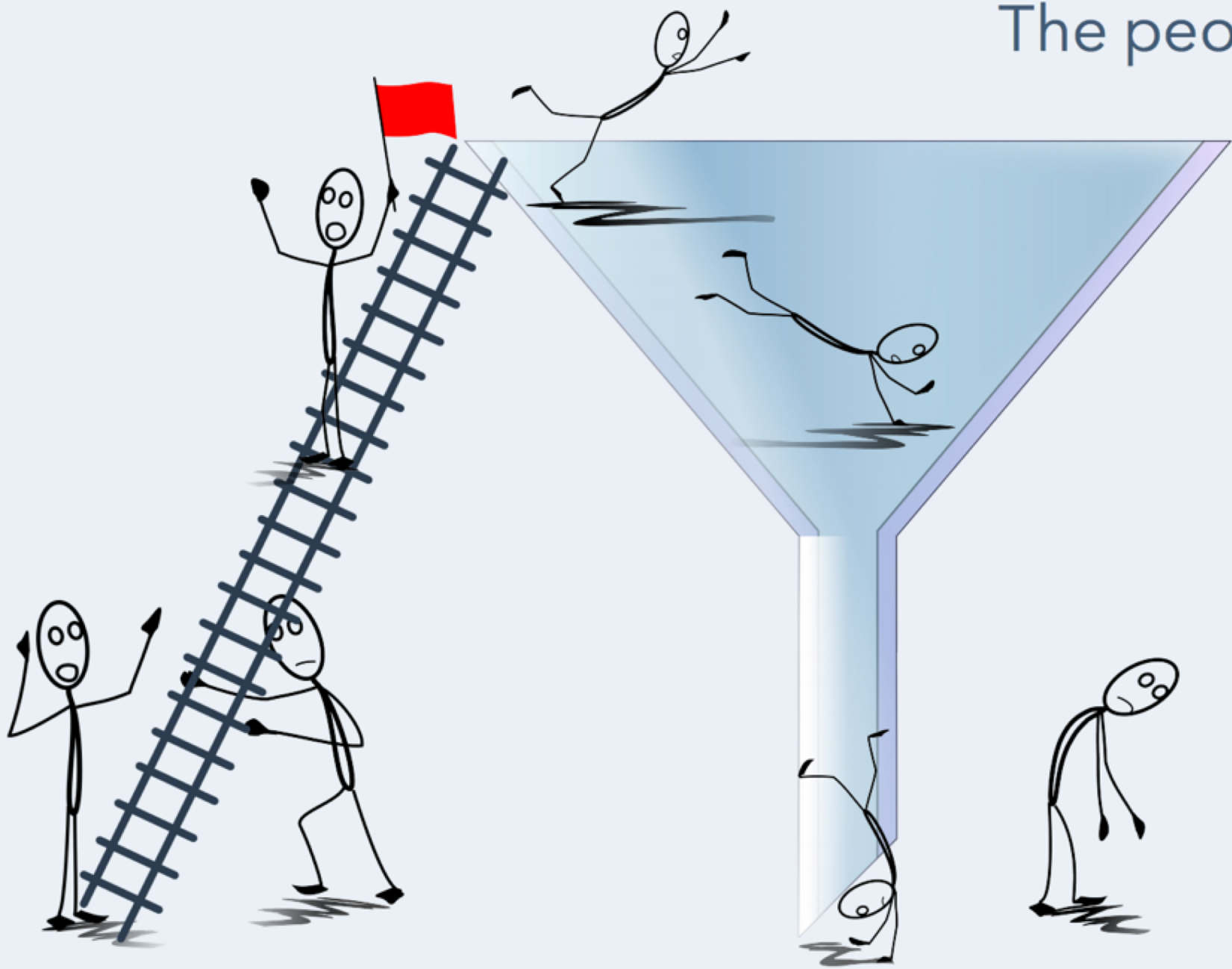


The people coming out of the bottom of your company funnel can have a **huge impact** on the people going into the top of it.

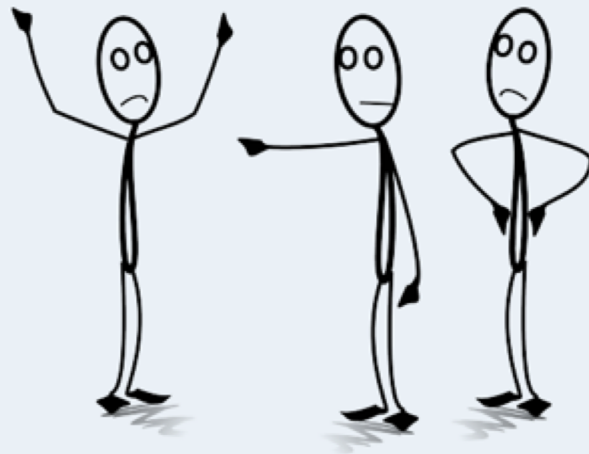


The bottom of the funnel can feed the top of the funnel.





The people coming out of the bottom of the funnel can prevent other people from entering the top of the funnel.




The attitude of people when they come out of your funnel **directly impacts** the number of people who are willing to enter the top of the funnel.

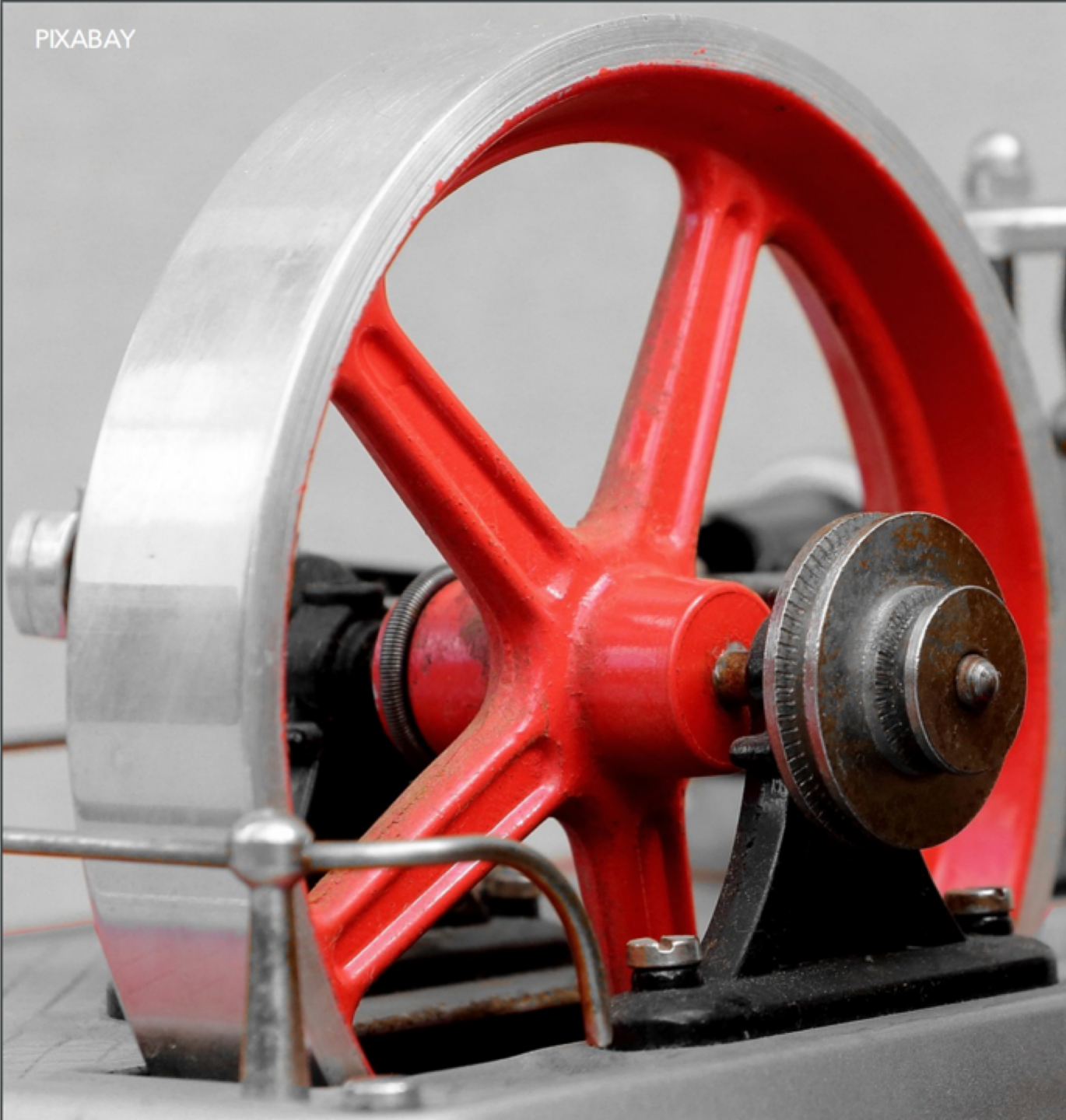


FLYWHEEL

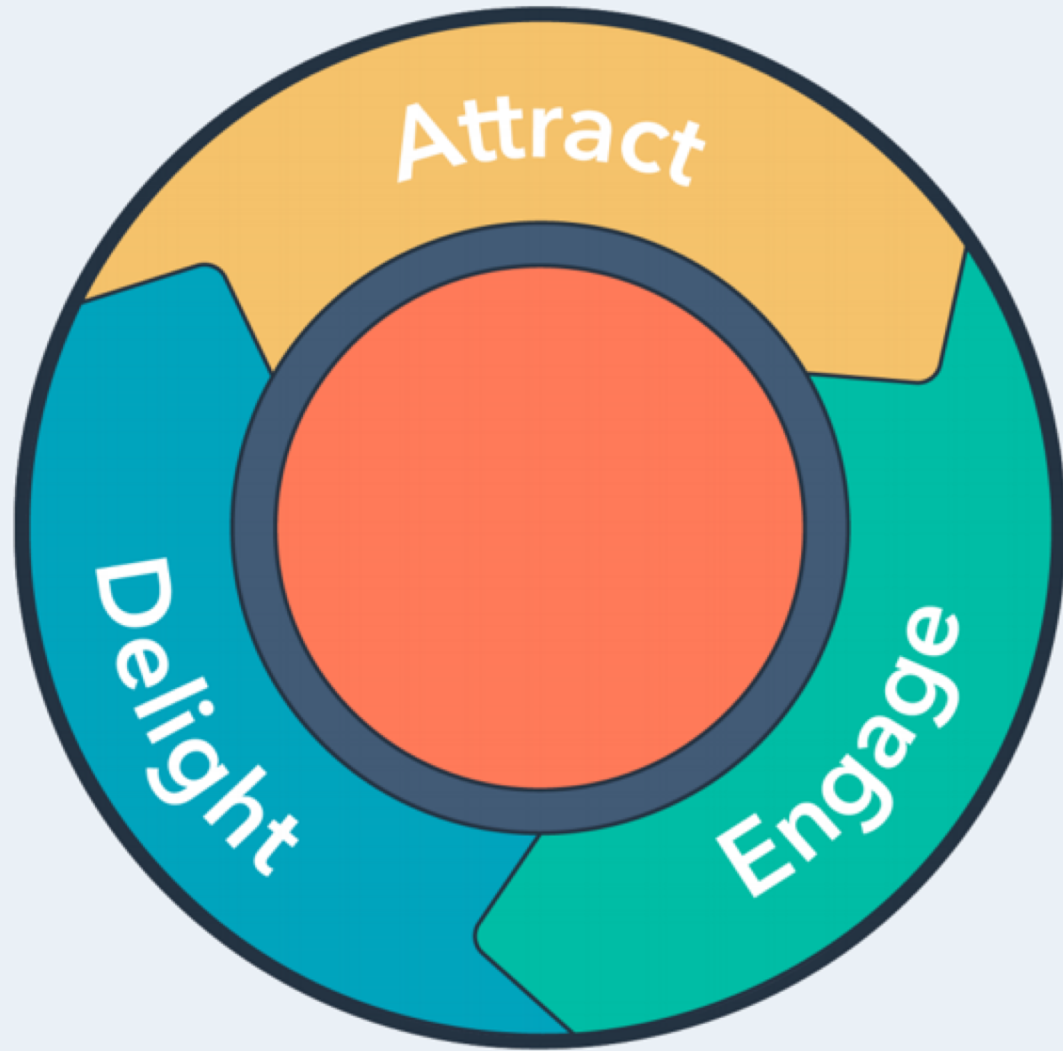
A machine that stores rotational energy.

The image features two people in silhouette, captured mid-jump against a vibrant sunset sky. The sun is low on the horizon, creating a bright, golden glow that transitions into a darker orange and purple at the top. The ocean is visible at the bottom, with gentle waves. The overall mood is one of joy and energy.

Happy customers
provide the energy
that fuels that growth.

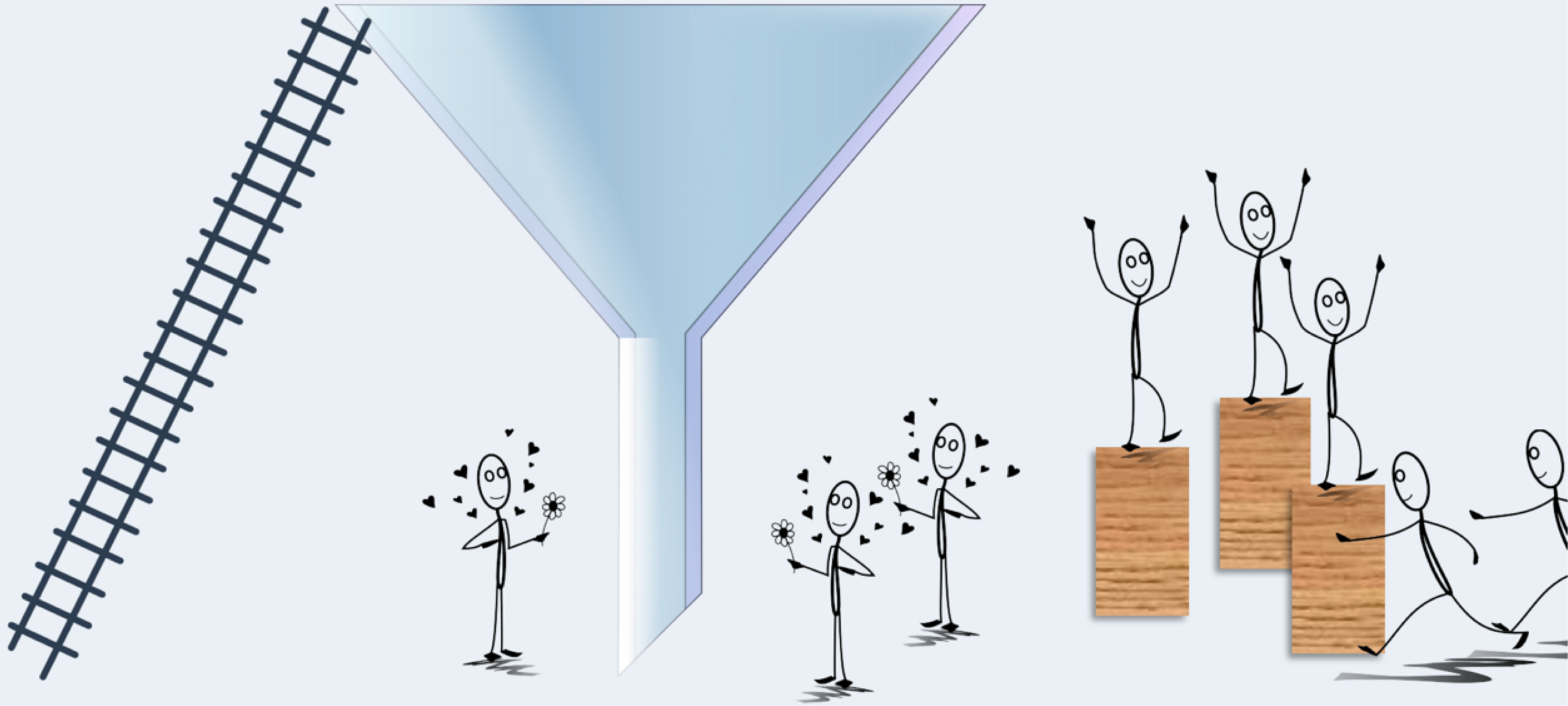


Everything you do should be done with the goal of creating customers who will add positive energy to the flywheel and accelerate your company's growth.



That's why the inbound methodology is a circle.

It represents the flywheel that will drive your company's growth.



You aren't alone in helping your company grow – you have all of those faithful customers helping your company grow, too.

Steps you can take to boost your Sales Success



If you want to build up your Digital Marketing expertise and secure a free recognised certification then check out the following Google resources:

- [Google Skillshop](#)
- [Google's Fundamentals of Digital Marketing](#)

Interactive Advertising Bureau (IAB) Certified



1. **Complete Funnel:** Combine inbound marketing and outbound marketing funnels
2. **Teams:** Build Revenue Teams not siloed Sales and Marketing Teams
3. **Measurement:** Marketing needs to be measured on Sales and Pipeline, the Goals that Matter
4. **Social Media:** Optimise your social media profiles, Join LinkedIn groups and other relevant forums & setup social listening alerts
5. **Social Media:** Share content to build your credibility, Pay attention to the comments section, Share success stories



1. The West of Ireland has some of the best available sales & marketing talent anywhere in the world!
2. A Genuine Collective industry & academia desire to grow Sales in the region
3. Successful Local & Global businesses thriving in the West of Ireland thanks to Inside Sales Adoption
4. Internships of Master level standard students available with GMIT & NUIG

Diploma in Inside Sales
(Level 8, Special Purpose)

Ireland is recognised as a centre of excellence for Inside Sales (IS). It has a unique opportunity to strengthen its position as the location of choice for large multinationals and indigenous Irish companies looking to expand existing IS operations or in the setting up of new centers. Ireland can be a leading location globally for IS as a result of its highly skilled (and Eor accessible) talent pool, IS experience and favorable economic environment. It can be a place where creative and talented people work harmoniously with technology, such as process automation, to build an IS model that can truly power organisations' growth and transformation.

About The Program
This predominantly online 20-week programme has been designed in partnership with the Global Inside Sales industry with the aim of developing the core knowledge, skills and competencies of the Inside Sales talent pool in Ireland based on internationally recognised best practice. The programme has been developed through a unique collaboration of the TU Dublin and the AA-ISIP (American Association of Inside Sales Professionals) supported and funded by Skillnet Ireland through the ITAG Skillnet. Participants who successfully complete the program will gain membership to the AA-ISIP.

With the challenges in technology and the impact this has on all aspects of our lives, it is important that we equip our Inside Sales people with the knowledge and understanding of how these technologies will support their job roles. Ireland is well placed to support these changes and this programme will assist organisations to remain competitive as all industries undergo service transformation.

ITAG Skillnet is supported by Skillnet Ireland and member companies. Skillnet Ireland is funded from the National Training Fund through the Department of Education and Skills.

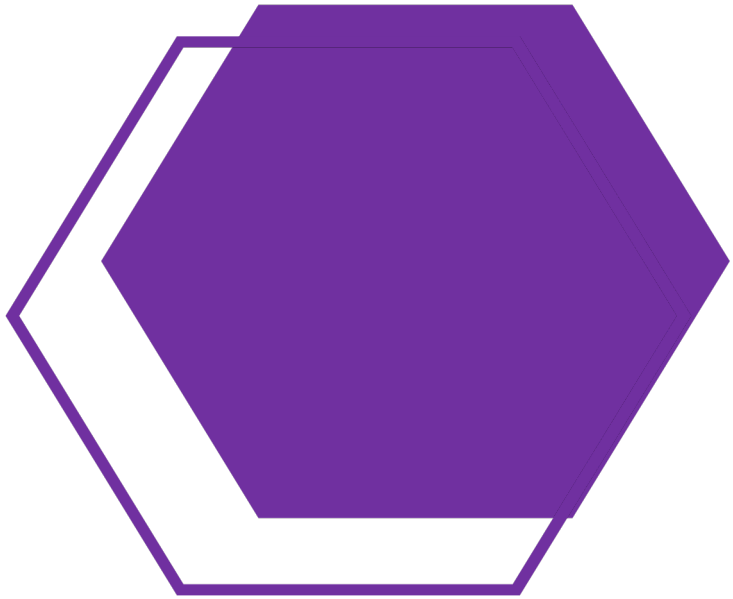
AA-Inside Sales Institute
Open House of Education and Skills

BOOST YOUR BUSINESS
Employ A Sales Apprentice

| An Employers Guide

**Be ambitious & Transform – Ireland
West has the talent to deliver**

Developing Future Proof Inside-Sales Functions



Louise Delaney

**EMEA Inside Sales Manager
Mathworks**



A few stats and trends

- Inside Sales Market is growing **300%** faster than Traditional Field Sales
- Digital is the main sales channel – B2B customers complete nearly **60%** of the buying cycle before contacting a sales rep
- Digital & Omni channel touch points are key – sellers need to be able to seamlessly switch channels during buying cycle (eg: switch from mobile to phone a contact centre, to desktop order easily)
- Selling to Generation Z - the biggest consumer market by 2020. Market is predicted at **\$143Bn** over next 3 years.

Three Pillars of Success

Technology

- CRM Systems are critical (Salesforce)
- AI powering and enabling transformation
- Digital channels and routes to market
- Leveraging Social Media platforms
- Collaboration tools of choice

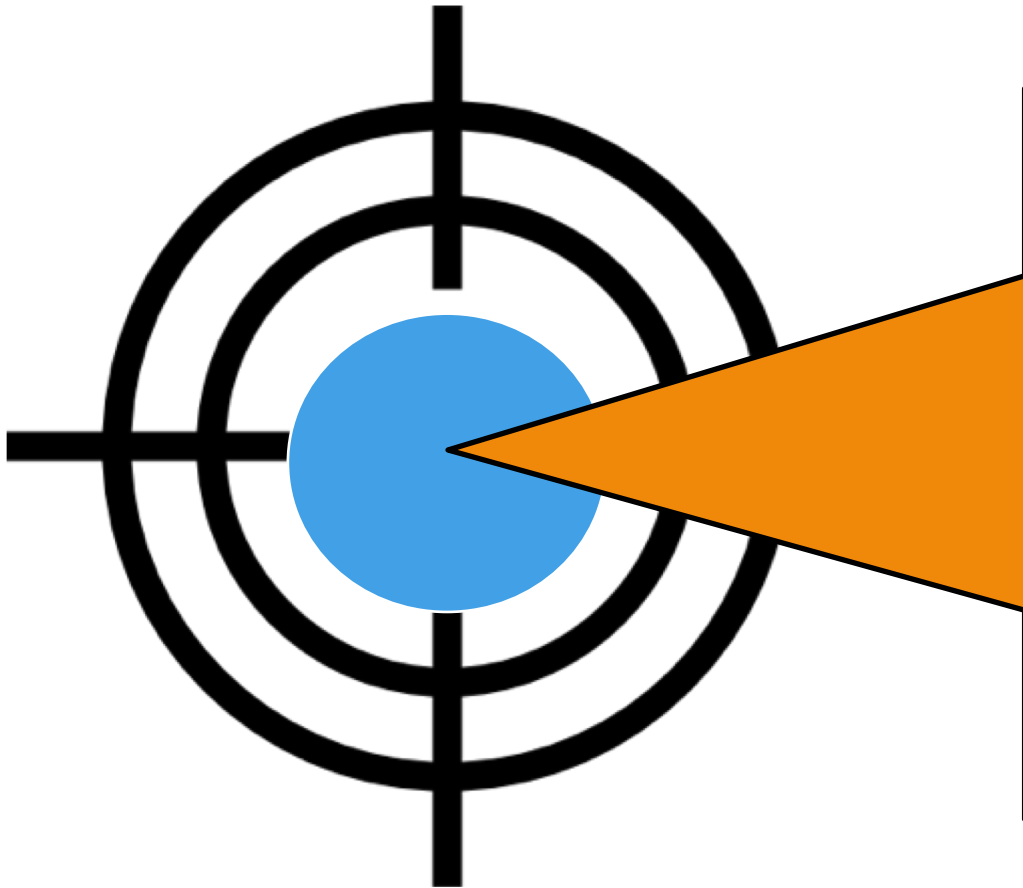
Process

- Clarify KPIs that move the needle for YOUR business
- Establish weekly cadence-rhythm
- Communicate often!!
- Blend Marketing and Sales functions
- Document processes to assist fast onboarding

People

- Generation Z are seeking a 'purpose' in their working life and are self actualising at a younger age (Maslow)
- 'Culture eats strategy for breakfast' (Drucker)
- Motivation Research (Dan Pink)
- 'Leadership' supersedes 'Management' in the modern workplace (Jeff Weiner)

Inside Sales Key Skills



- ✓ Languages
- ✓ Business acumen
- ✓ Technologically savvy
- ✓ Networking skills
- ✓ Organisational & time management skills
- ✓ Rapport building & active listening skills
- ✓ Advanced communication skills & conversational ability
- ✓ Navigating complexity & problem solving skills
- ✓ Cultural awareness & emotional intelligence
- ✓ Analytical skills
- ✓ Collaboration skills (working in teams)

Thoughts?

The Sales Partnership Model



intuity

Donal Murphy

**Head of Sales & Marketing
Intuity**







- Buyer 2.0
- Sweet spot customer
- Relationships & Partnership
- Using technology to help





The Customer Buying Journey



Today's customers
are typically
57% – 80%
of the way through their
purchase process before they
contact suppliers

Sweet Spot Customer

- Define your Sweet Spot Customer
- Start with “Why?”
- Values based
- Partnership starts here

The Sweet Spot Tool

Sweet Spot Tool



	PROFILERS	IDEAL	OFF-STRATEGY
 Industry Segment			
 Tendency to Adopt			
 Business Discipline			
 Budget			
 Key Decision-Maker			
 Key Customer Need			

Sweet Spot Statement

▾ Profilers



Industry Segment

Consider a combination of propensity to buy, relative profitability (to you) & competitive landscape. Include environmental factors – for example, regulatory compliance.



Business Discipline

Product leadership, Customer intimacy, Operational excellence.
If your product offers cost savings, customers who are focused on operational efficiency may be more suitable than ones focused on customer intimacy.



Key Decision-Maker

If your product requires a lot of behavioural change, then you need to be talking to a senior decision maker.



Tendency to Adopt

If your product is at an early stage in the market lifecycle you need a buyer prepared to take on that risk.



Budget

The budget (in financial and/or human resource terms) that a customer has for the business area to which your solution applies is a good indicator of the company's suitability as a target customer.



Key Customer Need

What is the one single requirement you want the customer to be focused on in the context of your solution? Is it process improvement? Cost savings? Convenience, etc?

WHAT CAN WE HELP YOU WITH?

Search here...



WE HAVE THE SOLUTION FOR YOUR INDUSTRY



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Payne's Ladder





2009 to InfoSec 2019

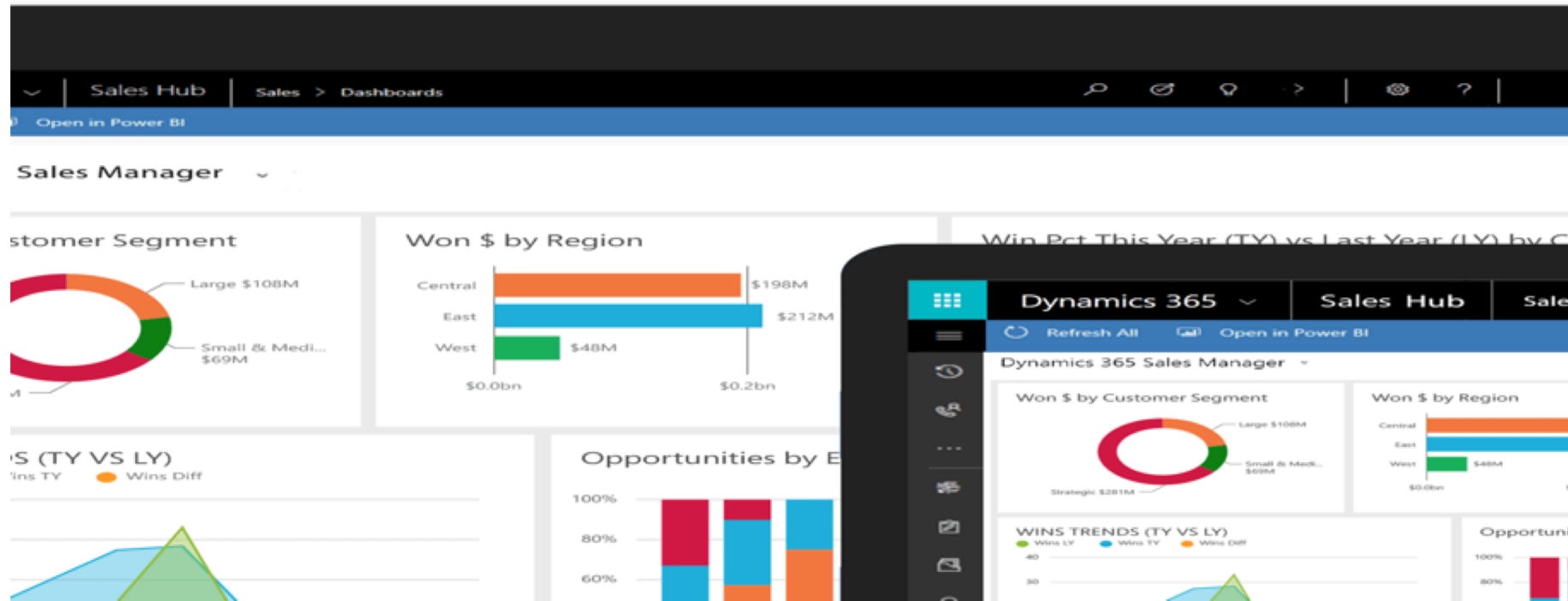
- Security Team, June 2019
- Emerging & Changing Threat Landscape
- Share the findings and bring appropriate solutions to our SME Customers





Using Technology To Help

- 1st Touch – Personalised Automation
- Use Data – Customer Matrix (predict?)
 - Predict the next best solution
- Don't over-use it!





Panel Discussion/Q&A



Ruairí Conroy



Louise Delaney

Donal Murphy



Regional Skills
WEST
Partnerships for Skills



**SALES PROFESSIONALS
NETWORK**
Connect for Growth



**Galway
Chamber**
Ag cothú gnó le chéile

What next?

- Put what you've learned today into practice!
- Get subsidised support to upskill yourself and your team or to take on graduates
- Join the Regional Skills Sales Professionals Network!

www.regionalskills.ie



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