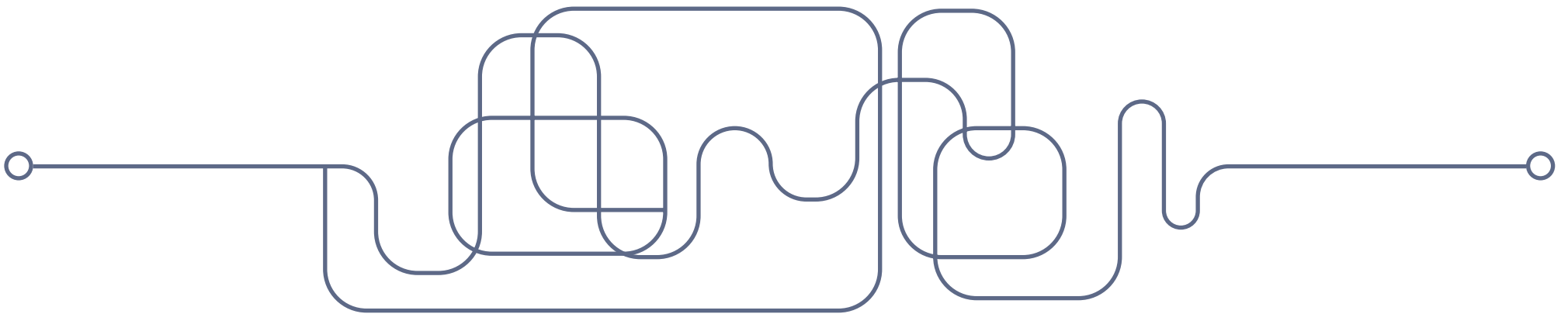


GUIDED SELLING

The key to a difficult 2022



Guided Selling is becoming the most important sales tech of 2022

Organizations are grappling with the challenges of competing in a new reality, while buyer behavior has become even more unpredictable post-COVID, forcing sellers to find new ways to engage with prospects remotely, build larger pipeline portfolios, and close deals at an ever-accelerating pace—all in a tough market.

The new difficulties brought on by the global pandemic have only compounded the problems sales teams already faced. As a result, they're looking to emerging technologies in search of guidance.

Here's what you need to know about Guided Selling and how it empowers sales organizations to meet the challenges of 2022 head on.

40% by 2022

of B2B Sales Leaders say they're actively seeking out more dynamic ways to engage buyers remotely, many planning on investing in AI-enabled sales tools come 2022.

FORRESTER®

60% by 2025

of B2B sales teams will take a data-driven approach to selling, moving away from traditional experience- and intuition-based methods by 2025.

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What is Guided Selling, anyway?

Guided Selling

is a seller-focused concept in B2B selling that helps sales teams gain absolute visibility into pipeline, deals, and team activity, and implement playbooks and winning tactics.

It crunches complete sales communication data with AI to find correlations between actions and results and gives reps step-by-step guidance to win with more consistency and speed.

In other words, Guided Selling uses complete data and AI to find out what works best, show what's going on right now, and suggest steps and actions that will push healthy deals forward and turn deals at risk around.

In terms of functionality, Guided Selling provides:

Data capture

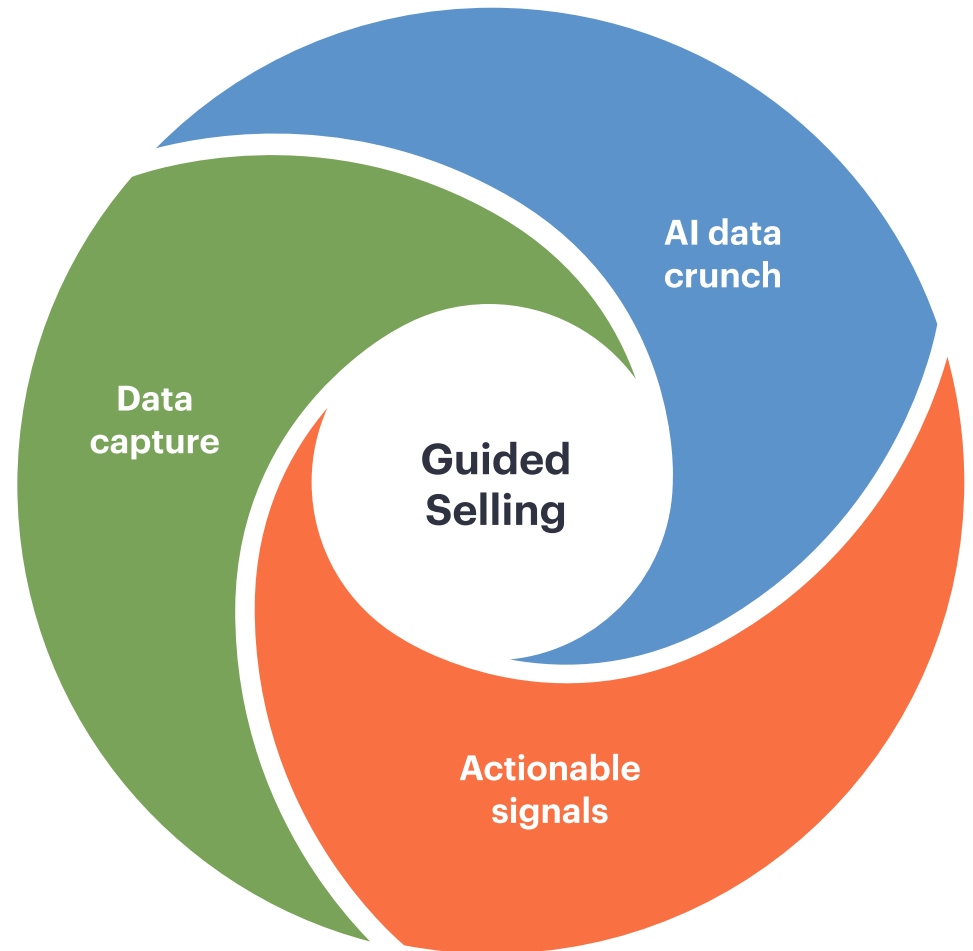
Integration of CRM, Email, and partner apps to automatically capture all sales-related data and customer communications

AI data crunch

AI analytics to find correlations and patterns between collected data and results

Actionable signals

Alerts on next best steps based on AI analytics and the sales org's own playbooks, methodologies, and processes



A misaligned team never gets to the goal

From the C-suite to the front lines, every member of the sales team is dealing with problems made worse by a swiftly changing market, the shift to remote work, and an uncertain future.

Most sales organizations currently rely on a patchwork of sales tech to address disparate problems or, worse yet, just the symptoms of underlying problems.

Demand is rising for a single solution that can help unify sales organizations, aligning all members of the team with a common sales approach.



Source: Salesforce

How **Guided Selling** deals with misaligned problems in the team



VPs of Sales and CSOs

Sales Leaders lack the visibility they need to navigate their organizations through difficult times and are cut off from controlling the processes they urgently need to steer.

71% of VPs

are not confident or not entirely confident in their ability to adapt strategy to changing conditions fast enough

Problem

- **Poor adaptability**

Impact

Right now, organizational priorities and strategy have to change quickly along with markets & consumers, failing to do so puts sales orgs behind their competition

Solution

Guided Selling brings agility to the sales team and to the sales strategy. Leaders can set up, measure, and change strategy easily using contextual signals and AI analytics.

- **Disconnect with the front line**

VPs of Sales have poor visibility of the actual execution of sales strategies and how high-level plans are playing out on the front line.

Guided selling gives Sales Leaders an accurate, real-time view of the pipeline, process, and people that influence the purchasing process.

- **Not being able to rely on forecasts**

Forecasts of future sales help VPs of Sales strategize and plan resources and efforts. Unreliable forecasts put the success of the whole company in jeopardy.

Forecasts become reliable when they are based on complete business data and insights from AI analysis.

Sales Managers & Directors

Sales Managers are directly responsible for preparing reps to meet the challenges ahead and leading their team to more wins—with less time than ever.

80% of managers

are not completely confident in their organization's ability to close deals

Problem	Impact	Solution
<ul style="list-style-type: none">• Verbal reporting and micromanaging	Reps need to verbally report to the Sales Manager on every change to deals, which eats up time and isn't always the best source of reliable information.	Guided selling technology gives Sales Managers visibility into every change in every deal and visibility into the actions completed and performance of individual reps.
<ul style="list-style-type: none">• Efficiently improving rep performance	Managers are burdened with a wide variety of tasks, reporting, and enforcing sales processes among reps. Time for coaching valuable skills is scarce.	Digitized deal coaching allows Sales Leaders to automate guidance for reps, making it easy for them to consistently execute playbook steps and best practices on time.
<ul style="list-style-type: none">• Hidden deals at risk	Sales Managers are forced to dive deep into each opportunity because deals at risk are invisible to the naked eye, but play a major role in making or missing team quota	Guided Selling surfaces deals at risk before they go south, and gives both reps and Sales Managers contextualized signals on what to do to turn them around.

Sales Operations

Sales Operations need tools that give them direct access to the sales strategy so that they can adapt it to their situation in real-time.

75% of Sales Ops

say they have new responsibilities at work and feel that their scope of work will only grow.

Problem

- **Siloed information**

Impact

Working with potentially incomplete, siloed data sources causes inaccuracies in essential reports and forecasts.

Solution

Automatically captured, non-siloed data from all communication channels, even unorthodox ones, gives Sales Ops a complete view of all sales activity and results.

- **Rep productivity less than optimal**

Long ramp time & inconsistent onboarding processes stand in the way of rep productivity. Not to mention administrative work.

Guided Selling gets reps up and running faster with training reminders, cutting ramp time by up to 42%. It also automates admin work like manual data logging.

- **Long sales cycles**

Without the right tools, it can be incredibly difficult to directly and reliably alter sales processes and experiment with new ones to find strategies to sell faster.

With interactive signals, Sales Ops are now able to influence the sales cycle directly and experiment to find strategies that sell faster.

Sales reps and AEs

Sales reps and AEs need focused direction and reminders to stay effective as things change.

77% of reps
struggle to find time to complete everything they need to do each day

Problem	Impact	Solution
<ul style="list-style-type: none">Lack of focus when it comes to deals	Reps have long relied on gut feeling to determine where to focus their efforts. Right now, the right focus is essential to maintaining velocity and closing every possible deal.	Guided selling answers the questions: “what should I do now?” and “what should I do next?,” so that reps can focus on activities that bring the best results.
<ul style="list-style-type: none">It’s too hard to interpret sales data	Reps have access to a ton of data coming from multiple channels. But without AI, they struggle to identify & interpret buyer signals correctly.	With AI, sales reps and AEs get concrete, actionable insights out of their sales data that can bring immediate results.
<ul style="list-style-type: none">Training doesn’t stick	Without practice and reminders, sales training is quickly forgotten. With many companies pivoting to find success, retraining is becoming commonplace.	Guided selling helps reps retain more of what they learn by reinforcing training with frequent reminders of best-practices and proper execution.

Bringing it all together

Guided Selling does more than meet individual needs for each member of the sales team. It centralizes the sales strategy, bringing the reality of the pipeline and the go-to-market plan together to a single place.

Instead of a patchwork of siloed tools for different deal stages, sellers get end-to-end visibility of which actions bring which results. They can then use that information to upgrade the overall strategy in real-time.

This provides both alignment and adaptability—organizations can pivot with a changing market and still sell at full force.



Guided Selling is a technology most sales organizations are actively exploring.

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How to prepare your organization for Guided Selling

Could Guided Selling provide the key to your sales organization's success in 2022?

Here's how you can get ready to bring it on board.

1. Understand if your sales-related data is missing or inaccurate

From email to e-signing apps, the tools that your sales team uses to close deals generate sales data. When you get Guided Selling, you'll link these apps to the platform so it can paint a picture of every deal in your pipeline.

2. Nail down a playbook with Sales Leaders and Sales Ops

The human element is just as important as AI-guidance. Outline the essential steps and milestones that win deals in your organization, so you can help reps get them right every time with automated reminders.

3. Define which steps are top-priority in deal coaching

Put together a list of the crucial steps that your Sales Managers often need to coach reps on. Guided Selling will free up time in their pipeline reviews and one-to-ones for more quality coaching.

4. Centralize and evaluate sales and marketing content

Bring together the sales decks, pdfs, and other content your organization regularly uses to sell. Determine what's essential to specific steps and stages—with Guided Selling reps won't waste time searching for it.

5. Find routine tasks that can be automated

Determine the repetitive work and administrative tasks that cost your reps the most time. When you get Guided Selling, you'll automate them so that your reps have more time to sell.

**Set a no-strings-attached call to
see how **Guided Selling** can help
your sales team**

Reach out to us today →