



# Cool Insights!

Automation in Sales

# MODERN SELLING PRACTICES

To keep pace with the fast-changing, complex and demanding business landscape, sales professionals need to deploy innovative and modern selling practices.

# THE INDIAN SALES LANDSCAPE

India has historically been a relationship-based sales environment, characterized largely by referral selling, wherein building and maintaining credibility is important. Therefore, relationships, built on a foundation of trust are more important than ever before.

# TECH TOOLS IN SALES AUTOMATION

Today, technology, and particularly sales automation, is bringing new levels of productivity to selling. Sales intelligence tools help to build a seller's understanding before they engage with a customer or prospect. This enables them to deliver greater insight and value from the start.

# INCREASED INVESTMENTS IN SALES TECH

Technology is helping sales professionals extend their impact by automating administrative tasks and gathering intelligence about prospects. Therefore, businesses are increasing their planned investments in sales technology.

# THE SMARTER WAY

Top sales professionals who have achieved their quotas has found that close to 71% of sales professionals are expecting their company to invest more money in sales technology next year, and almost all sales professionals (94%) now use technology to close more deals in India.

# TOP FACTOR IMPACTING SALES CLOSURE

55% of decision-makers rank trust as the No. 1 factor they desire in a salesperson, and 32% sales professionals rank trust as the most important contributor in closing a deal - even above ROI (25%) and price (12%). Buyers are also more likely to engage with sales when introduced through a mutual connection, particularly if the sales professional represents a strong brand.

# MARKETING – THE OTHER FACTOR

90% of top sales professionals rate marketing's importance in closing deals at an 8 or above, and 52% gave them a rating of 10. This indicates that the sales and marketing divide is diminishing, and they are working more closely together than ever before. Findings reveal that younger professionals are eager to orchestrate marketing and sales efforts for better results, with 59% of millennials saying that they work “very closely” with marketing. It's clear that sales and marketing alignment is key to customer advocacy going forward.



# ADOPTING TO SALES TECH

73% millennials say they anticipate spending more time this year using sales technology, in comparison to 61% non-millennial sales professionals. We are also going to see a fundamental shift in the workforce from non-millennial to millennial as millennials gain more influence in the workforce and transition to become key decision makers, making up to 46% of professionals by 2020.

▶ WE SHALL BE BACK WITH MORE  
INSIGHT ON YOUR BUSINESS.  
VERY SOON!



# WE ARE HERE



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