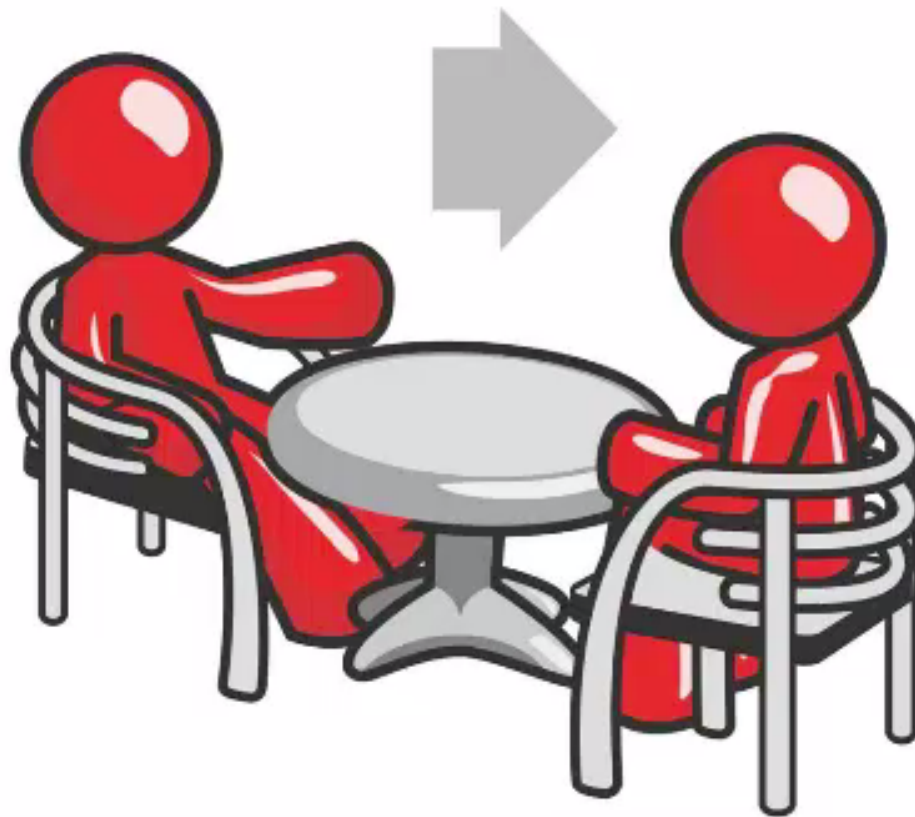


How to use e-Selling in B2B*

- Cold calling today requires many unsuccessful calls simply to generate a lead! (73% of decision makers won't accept cold calls)
- Personal networking becomes more and more time consuming!
- Customers are more educated about our products
- Customers are more and more controlling the buying process!
- It's a buyers market!

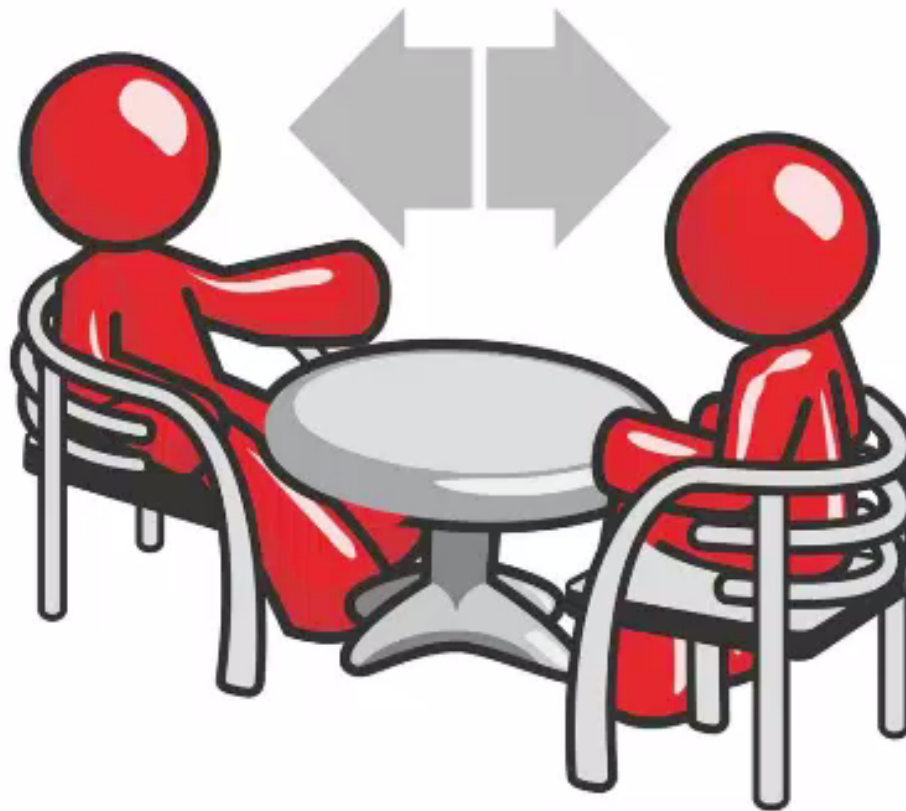
- What role will the Internet play in the future of selling?
- How do buyers make their purchasing decisions in the future?
- Should Sales professionals be using social media, Web 2.0 and all of that Jazz?

The Show Up & Throw Up Era



Consultative Selling Revolution

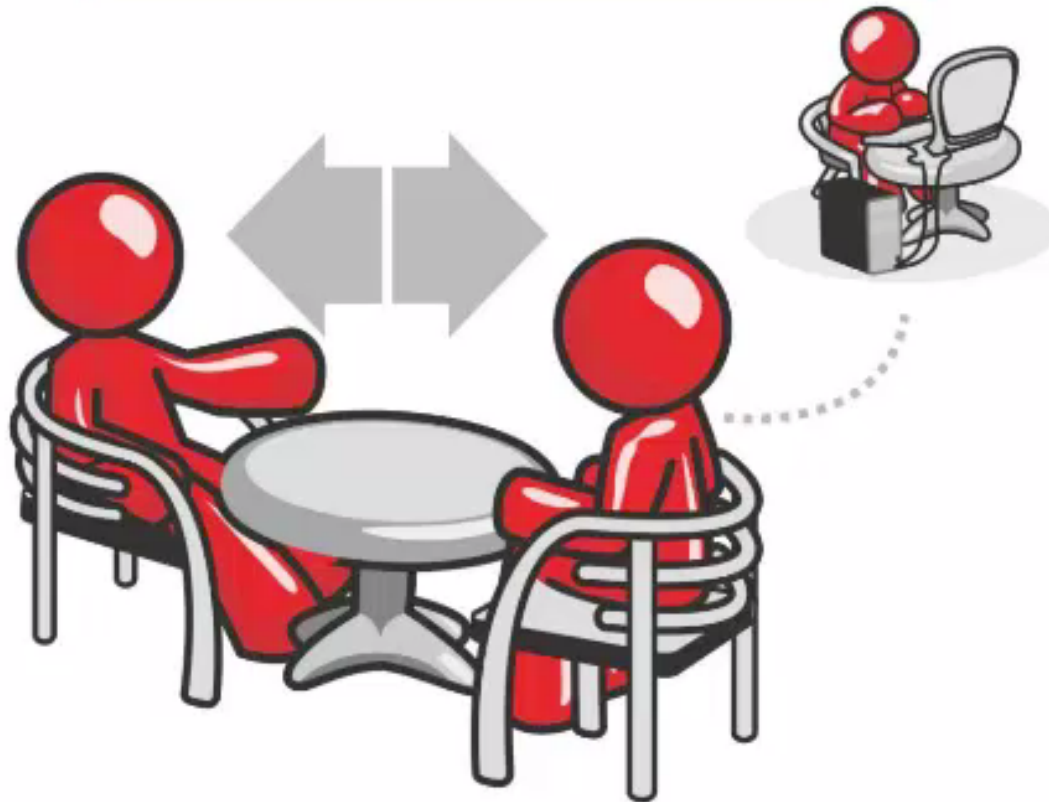
SALES PERSON



PROSPECT

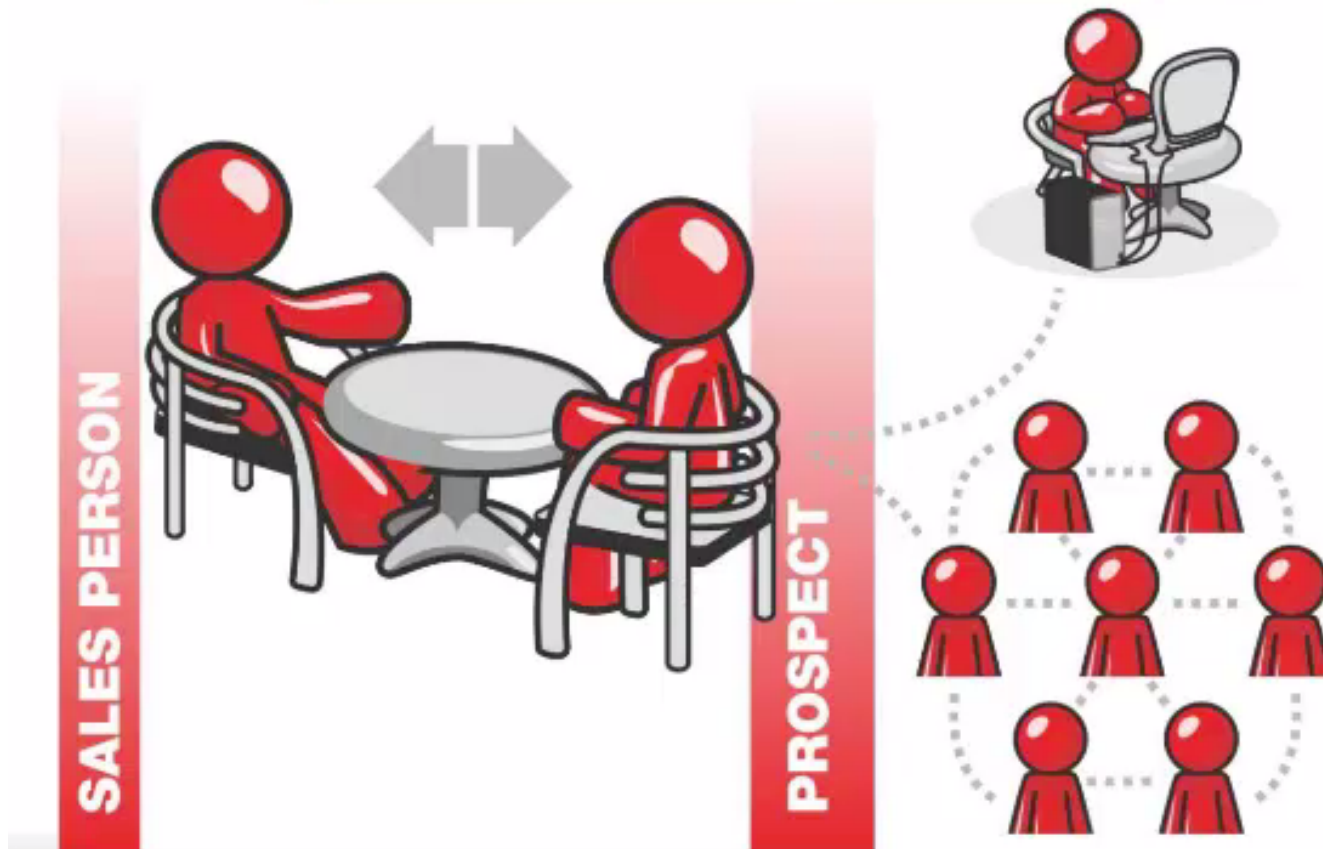
Start Of The Research Age

SALES PERSON



PROSPECT

The Future Of Modern Day Selling



It's all about using the Internet to position yourself as a trusted advisor so new business leads (prospects) and your existing clients call and email „you“!

That's the holy grail isn't it!

Prospects and Clients who contact you are of a greater quality than all others!

e-selling is not a replacement for the traditional forms of prospecting and selling it's an enhancement

Pipeline & Relationship Management through **SOCIAL MEDIA** not just Calls & Emails



The traditional way

Phone



Visit



Discussion

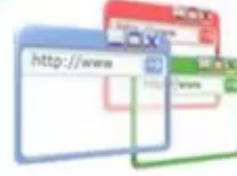


Decision



The new way

Internet
Research



Internal
Discussion



Decision



Contact
Vendor



**“73% of decision
makers won’t accept
an inbound cold call”**

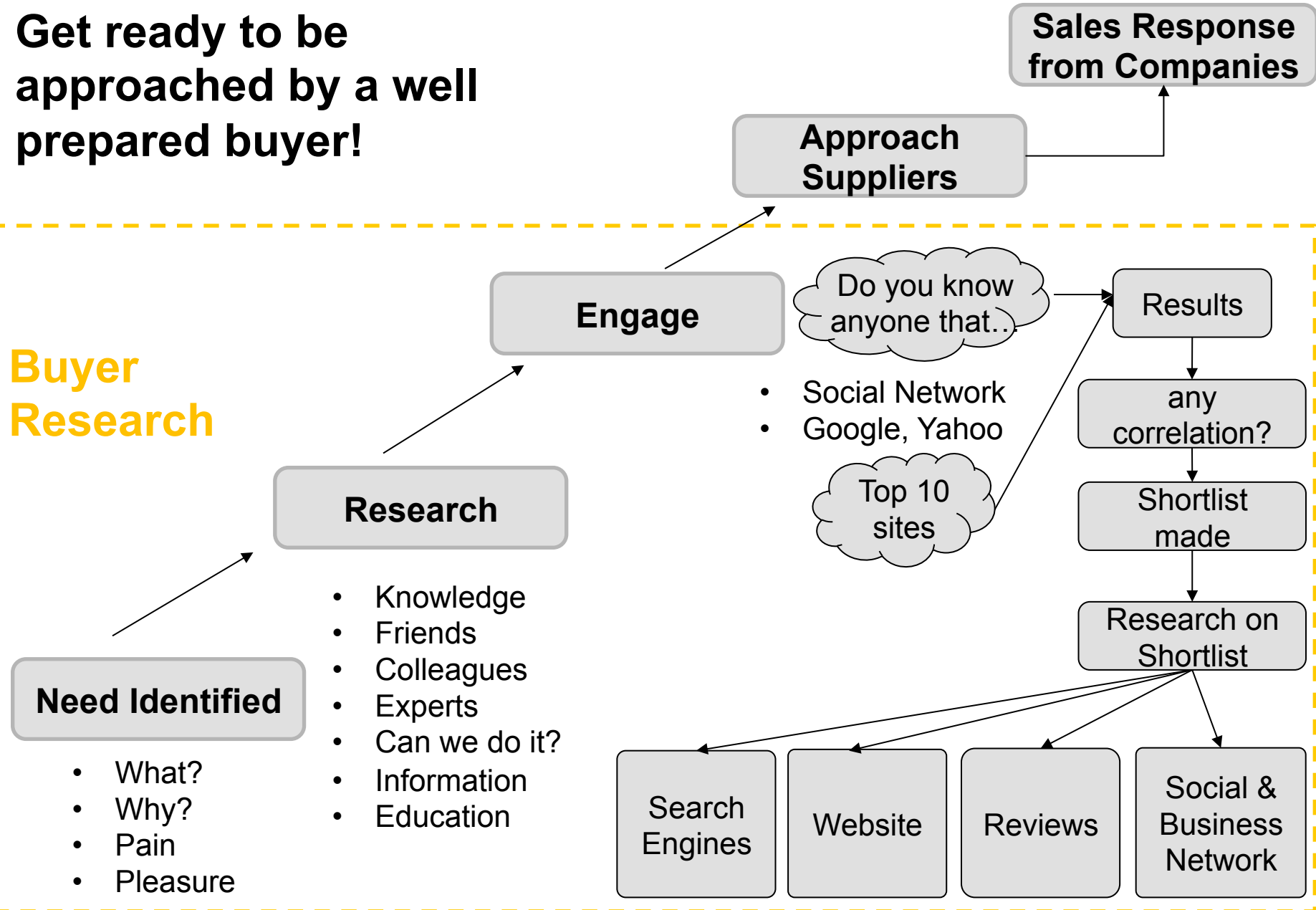
Market Transformations

“2 out of 3 decision makers place more trust in their own research than in sales people”

Market Transformations

Get ready to be approached by a well prepared buyer!

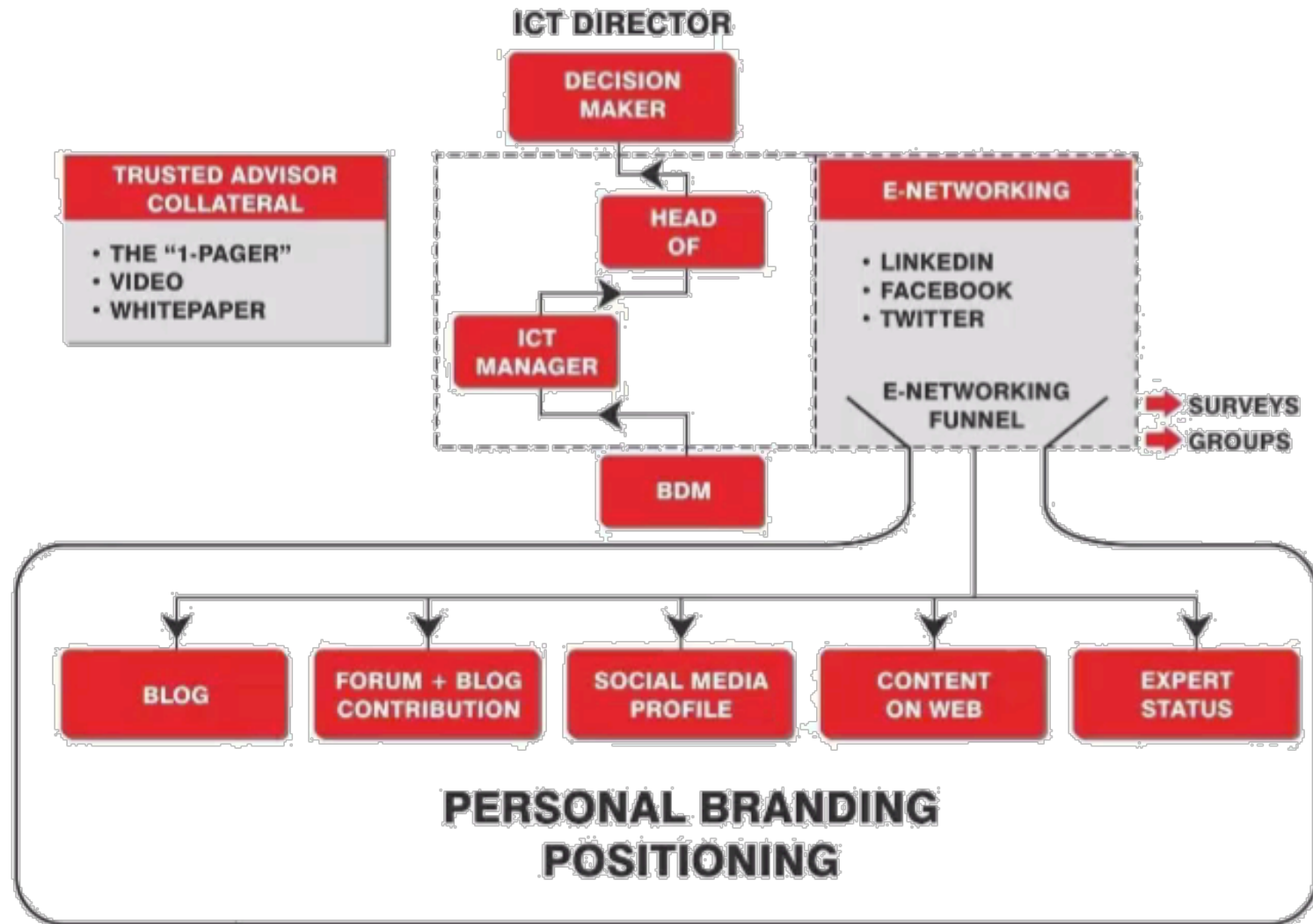
Buyer Research



- Network with decision makers directly and to forge contacts within organisations who can get you to the decision makers
- Build a personal brand for both online and offline purposes
- Be found when prospects are conducting research on available options – content
- For positioning – to be perceived as an industry experts and to rise above the status of a „sales person“
- To conduct research on industry movements, company news, listen for leads





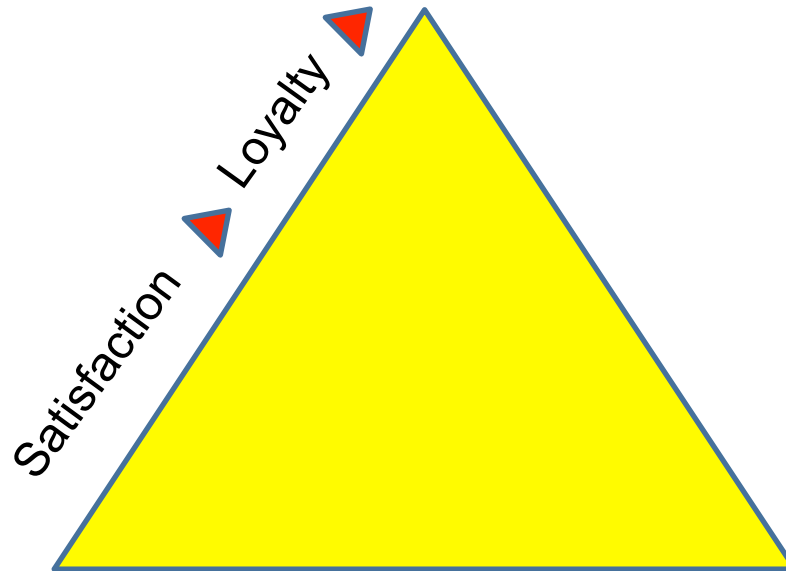


Competitor BDM

- Network C-Suite Offline
- Meeting Finally Set – BDM turns up on the day
- Influencing Mainly continues through Calls & Emails

You!

- Network C-Suite Online
- Add to „Social Media“ Funnel
- Positioning & Brand Building through Content
- Search on Name Reveals „Industry Expert“
- Meeting Finally Set – sends “1 pager” and also intro video
- Influencing continues through Calls, Emails, Social Media



Trusted Advisor

Solution Provider

Value-added Supplier

Product Vendor