

THE FUTURE OF SELLING

THE END OF SALES AS WE KNOW IT!

FORTY YEARS AGO, THE NATURE OF SELLING, ESPECIALLY SELLING BUSINESS-TO-BUSINESS, WENT THROUGH AN ENORMOUS PERIOD OF CHANGE.

Prior to that, selling was perceived as a ritualized set of behaviors that were the same regardless of the product being sold. Selling entailed learning a sales pitch, answering common objections and, above all, getting a signature on the dotted line.

In the 1970s, though, that began to change. The sales methodology that would later be called "solution selling" and "consultative selling" emerged into the business world. Salespeople in the business world were no longer expected to be pitchmen. Instead, they were instructed to become "trusted advisors" who could diagnose problems and

needs and construct customized solutions to fulfill those needs. Up until recently, that concept of "solution selling" was all that a CEO or other top executive needed to know about the selling process. Making a firm successful at selling to other businesses simply required hiring people who could turn products into solutions.

That's no longer true. It's not that solution selling is dead. Far from it. But rather than creating a competitive advantage, solution selling has now become the price of entry for any market that's not fully commoditized.

The Internet, along with all the sales tools that are built upon it, have changed and expanded the role of sales professionals in the overall business world. At the same time, new scientific studies have revealed unexpected truths about what works and what doesn't with the sales environment.

The future of selling is happening now, and that's why Howard Stevens, Founder and Chairman of Sales research firm, Chally Group Worldwide, wrote *The Future of Selling* book series. It is a compilation of data collected over 20 years on World Class sales research, and provides a roadmap for where the art (and science) of selling is today and exactly where it's headed.



For more information:

Website:
www.naw.org/futureofselling
Call: 202.872.0885



EACH VOLUME EXAMINES A DIFFERENT ASPECT OF THE SELLING ENVIRONMENT, FIRST EXPLAINING, IN BROAD STROKES, HOW THE INTERNET HAS CHANGED BUSINESS-TO-BUSINESS SELLING (VOLUME 1). VOLUMES 2-9 PROVIDE A REVIEW AND PREDICTIONS OF THE FUTURE OF:

TRAINING

How colleges and universities are playing an increasing role in training salespeople.

METRICS

Examines breakthroughs in the ways sales managers measure sales processes.

MARKETING

How marketing must adapt to changes in the way that companies buy and sell products.

SALESPeOPLE

How companies are using research and analysis to segment sales roles beyond the traditional splits of hunter/farmer and outside/inside.

TECHNOLOGY

Provides research-based projections for how CRM, videoconferencing, tablet computing and other trends will play themselves out over the next decade.

PROCESS

How a wider array of metrics, combined with new sales technology is changing the process of creating, developing and forecasting sales opportunities.

SALES TEAMS

Provides specific recommendations for segmenting salespeople into specific roles, based upon their likelihood to be successful in those roles.

SALES MANAGEMENT

How the same forces that are transforming sales organizations are also changing the way that they're managed, the way those managers are measured and how corporations view and support the sales management function.

The Future of Selling book series is truly an encyclopedic view of sales research that helps guide decision making and planning for future sales endeavors. In addition to this fact-driven book series, we have included Emmy award winning documentaries, *The New Selling of America* and *The Science of Sales*, where you'll hear from sales experts like **Neil Rackham**, **Andy Zoltners**, **Gerhard Gschwandtner** and **David DiStefano** as well as academic leaders and corporate executives who give their real-time viewpoint on changing sales functions.

"The sheer size and comprehensiveness of the Chally databases makes them unique in the sales field. In addition to amassing an impressive sales database of 500,000 salespeople, Chally has made significant contributions to sales benchmarking methodology and research. Add to this approximately 400 predictive validation studies and it is easy to see why the body of Chally's work would be a solid starting point for developing a sales taxonomy. An additional advantage is that one of the acknowledged strengths of Chally is the long association between the company and academic sales researchers."

NEIL RACKHAM, SPEAKER, AUTHOR AND SALES EXPERT

