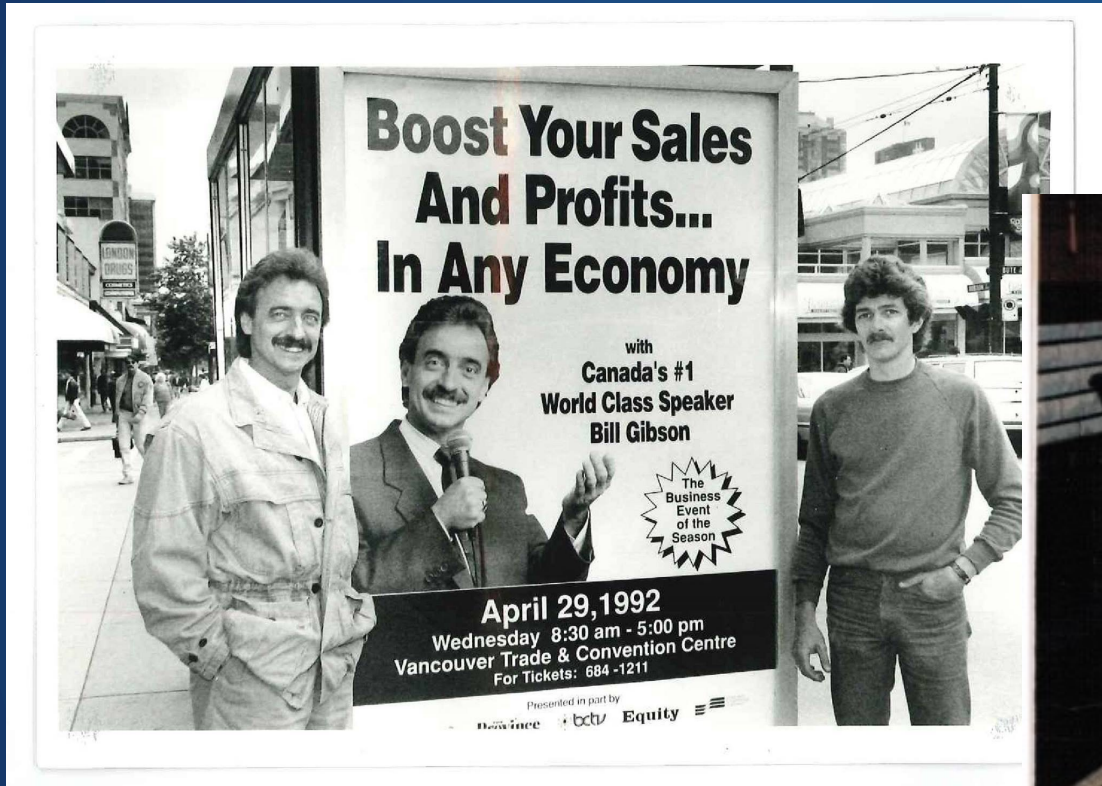


# Future-Proof Your Sales Career

With  
Shane Gibson

# Sales Origin Story



**“If the rate of change on the outside exceeds the rate of change on the inside, the end is near.”**

**– Jack Welch**

“[the present crisis] is accelerating the growth of e-commerce, bringing changes that were expected in **2030** to today's market.”

Tobi Lutke  
**Shopify CEO**



“I’m not going to the store anymore, I just order it online and they bring it.”

– Beverley Gibson (my Mom)

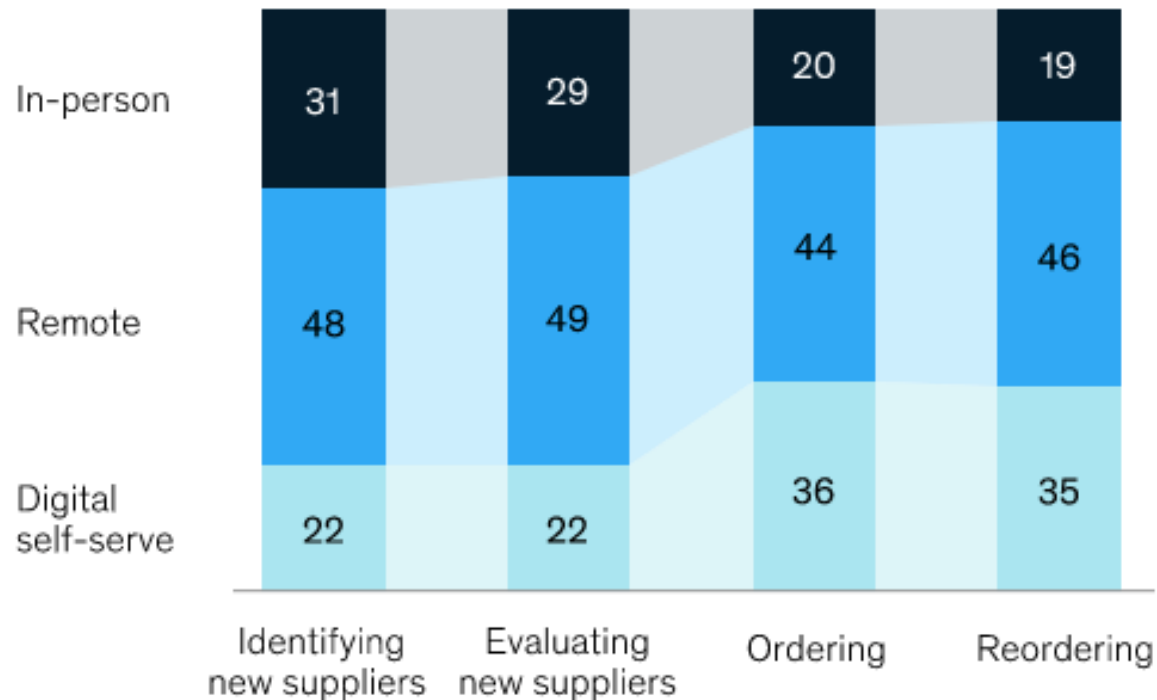


## Most B2B seller interactions have moved to remote or digital ...

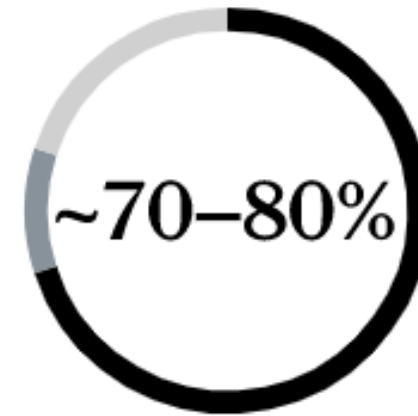
### Current way of interacting with suppliers' sales reps during different stages<sup>1,3</sup>

% of respondents

McKinsey  
& Company



... and that's exactly what customers want.



of B2B decision makers prefer remote human interactions or digital self-service<sup>2,3</sup>

#### Why?

- Ease of scheduling
- Savings on travel expenses
- Safety

“roughly half of today’s work activities - including large numbers of white-collar roles - could be automated by 2055.”

*(A future that works: Automation, employment, and productivity) – McKinsey Global Institute*

In Iron Man, you've got a person who puts on a suit and becomes a super hero. What technology can do for sales is exactly that.

Through sales technology, and AI we can automate mundane processes, help with decision making and create more engagement (human) time with clients.

(Inspired by Gabe Larsen)





# SALES IN CANADA 2021



**1.2 MILLION**

sales professionals represent

**6.6%**

of Canada's workforce

## B2B

Business to Business

**16.0%**

**96,055**  
Wholesale

## B2C

Business to Consumer

**34.3%**

**135,255**  
Finance & Insurance  
**77,220**  
Real Estate

## Retail

**49.7%**

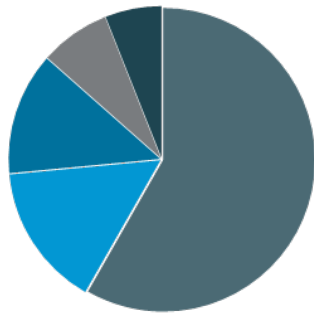
## Where we work

**86%**

of sales professionals work in

**five**

industries



- 49.7%** Retail
- 13.5%** Wholesale
- 11.2%** Finance & Insurance
- 6.9%** Real Estate
- 4.7%** Manufacturing

## Trends we face



### SOCIAL MEDIA

**60%** of commercial sales teams are leveraging social media channels (e.g., LinkedIn, Facebook) and Customer Relationship Management (CRM) software to research sales targets

**75%** are using LinkedIn to research a sales target



### ANALYTICS

Sales forces are using sophisticated analytics to decide on the best opportunities and to minimize risk



### CRM SOFTWARE

CRM software experience is the top skill that employers look for in the sales and marketing industries



### AI

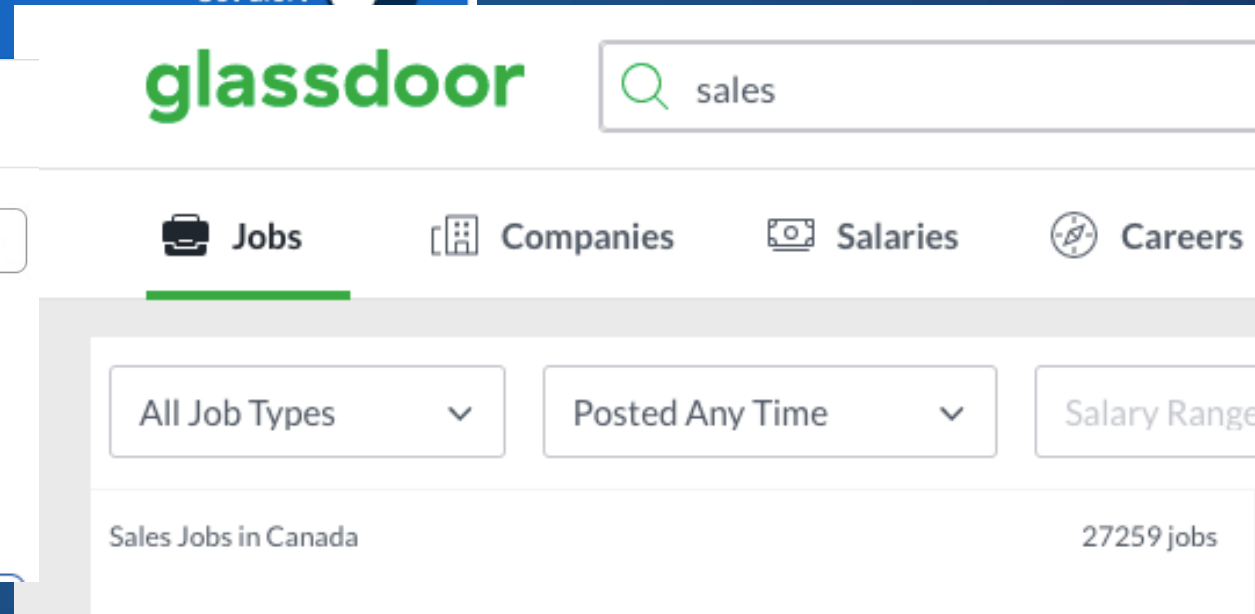
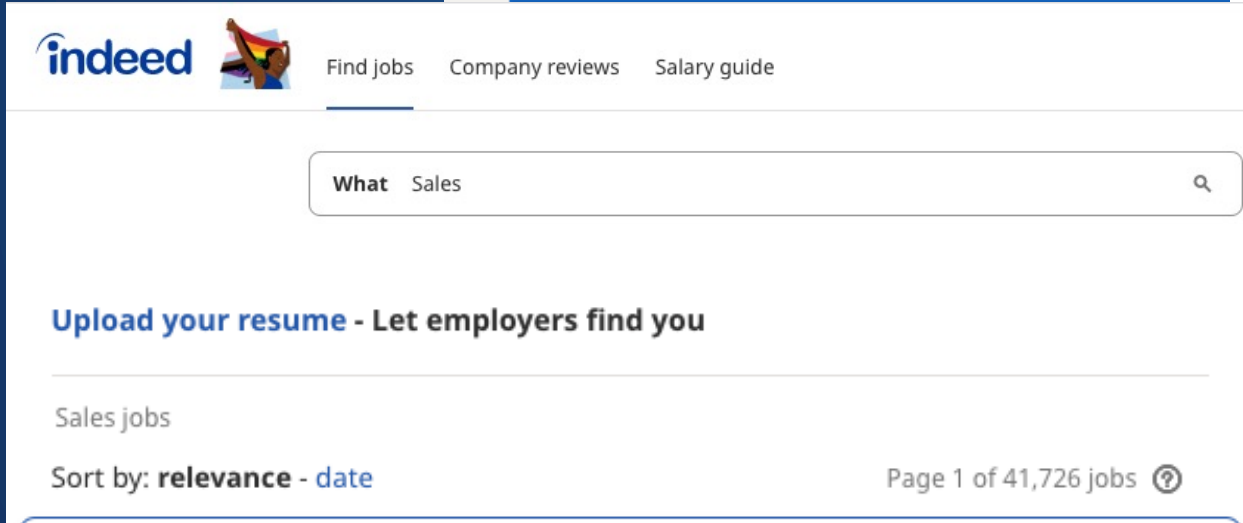
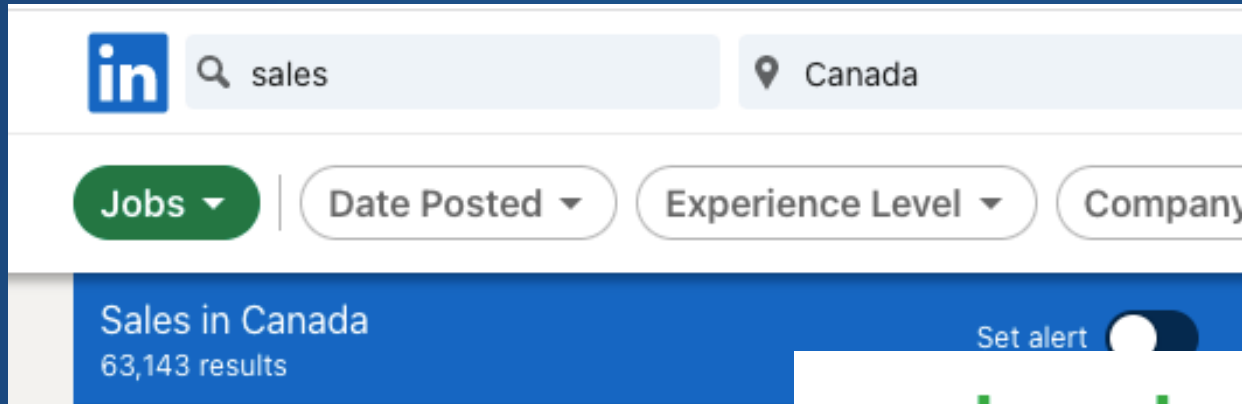
On a worldwide basis, the use of Artificial Intelligence (AI) in sales is expected to grow **155%** over the next two years

Sales professionals (31%) feel there is high or moderate risk of the sales function being replaced by AI in the next 12 months

# SALES IN CANADA TODAY

- 74% pursuing >7% growth
  - 40% *without strategy*
  - > 65% *missing plan*
- 2<sup>nd</sup> most in demand job
- 4 in 10 pros not formally trained in the past 12 months

# The Reality – 90,000+ open positions 8-10X that in the USA



# Virtual Sales Competency Map

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**Move from being a someone  
that explains value - to being a  
peer and business person that  
creates business value.**

# Levels Of Selling

**“Usually” : Higher Level of Buyer Sophistication / Larger Orders / More Complicated Transactions / Longer Sales Process / Quality Focused / Needs More Ongoing Support**



**“Usually” : Lower Level of Buyer Sophistication/ Smaller Orders / Less Complicated Transactions / Shorter Sales Process / Price Focused / Needs Little Ongoing Support**

# Future Proof Selling

1. Is process based
2. Is proactive not reactive
3. A level 3 seller
4. Right Brained Sales Skills (People skills)
5. Leverages technology strategically
6. Strong business acumen (solution focused)

# The Right Brained Revolution

- Anything repetitive or data driven will be automated
- If you are cutting and pasting and doing repetitive tasks you will be replaced by an API
- Salespeople that double down on creative, people focused leadership skills will remain irreplaceable



# 27 Right Brained Sales Skills

- 1) Rapport Building
- 2) Listening
- 3) Social Intelligence (EQ)
- 4) Presentation Skills
- 5) Objection Handling Skills
- 6) Negotiations
- 7) Hobnobbing
- 8) Online social interaction and engagement
- 9) Innovating
- 10) Problem Solving
- 11) Detecting Lies
- 12) Reading and Adjusting for Style
- 13) Contextualizing Offers and Solutions

# 27 Right Brained Sales Skills

- 14) Breaking the Rules
- 15) Humour
- 16) Giving, contribution and kindness
- 17) **Complex Sales**
- 18) Phone Skills
- 19) Dealing with Upset Customers
- 20) **Motivating Team Members**
- 21) **Going Off Script**
- 22) **Needs Analysis Selling / Discovery Selling**
- 23) Authentic Relationship Development (NOT ABM or lead nurturing)
- 24) Content creation
- 25) **Networking in Real Life**
- 26) **Curious Prospecting**
- 27) Personal Branding and Reputation Building

# Summary

- The sales profession is always evolving
- Technology is rapidly replacing non-value added activities and sales roles
- Top sales producers and sales leaders of the near future will be right brained sellers
- Your soft-skills are your hard assets