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ADAPTING TO THE HYBRID SELLING WORLD

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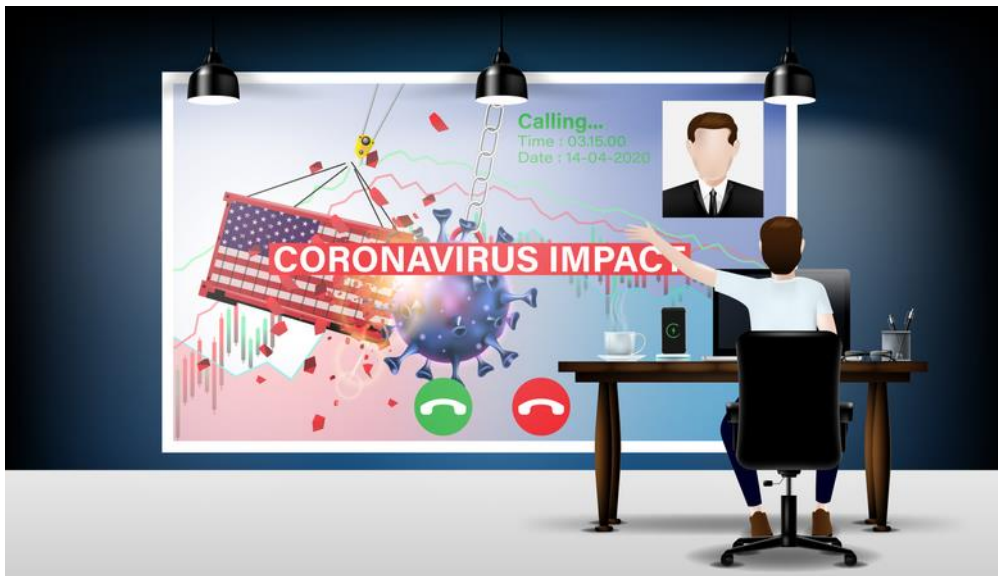
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ADAPTING TO THE HYBRID SELLING WORLD!

Since the start of the pandemic, many salespeople have had to learn how to make professional sales calls remotely, using video platforms such as Zoom or Teams. This is especially true for Sales Professionals selling scientific equipment, reagents, consumables, and services where many of their traditional customers have either not been on site (such as in Academia) or have not allowed any visitors (for example Pharmaceutical or Food Manufacturing).

Now that COVID restrictions have started to ease in many parts of the world, the possibility to make face-to-face sales calls have now returned in some situations. However, it is our belief that, even once restrictions are completely lifted, a hybrid sales approach will be the normal for many in the future. A hybrid approach will also ease Zoom / Teams fatigue as we get some of our pre COVID ways of working back.



Here are 5 reasons why:

- 1) **Customer preference** - those customers that work in highly regulated laboratories, or bio-secure areas, are still likely to prefer to have remote meetings with salespeople rather than having to have face to face meetings. In such areas, having visitors can require a lot of administration and hurdles to overcome and this can be incredibly time consuming. Having a remote sales call will be much quicker and more productive for them in this case. Also, customers have found meeting salespeople remotely is less time consuming generally for them, as video sales calls tend to be shorter and more "direct" and "to the point".

- 2) **Your own Organisation** - businesses with large Sales Teams that before the pandemic, were spending many hours per week on planes, in cars and in hotels, have seen a dramatic saving in cost-of-sale expenses. Finance teams are going to be reluctant to hand back that saving, especially where sales performance of the business has not been adversely affected during the pandemic. Have your customers seen a reduction in the cost of buying?



- 3) **Easier to get the key people all together** - video sales calls have proved highly effective when several key people (from both the customers and the salespersons organisation) are all required to be present to move forward a sale. Often, these people can be in different sites or even different countries. Whereas, getting all the key people for a face-to-face meeting together might be prohibitively expensive, or impractical, it is much more likely they will join a Zoom or Teams session. People can come in and out of the meeting as and when required or needed – our feedback has been that it has been a lot easier to bring in a higher-level person (i.e., Purchasing person, or Senior Manager) for a key 15 minutes of the meeting when the meeting is being held by Zoom / Teams.
- 4) **Your own efficiency** - it is of course more practical to get 6 to 8 video sales calls made in a day, for example, than doing these face-to-face, especially if you cover large territories, with lots of travelling between these customers. In addition, our experience has been that a customer is more likely to agree to a video call, than a

face-to-face meeting, especially if they do not already have a working relationship with you. Quite frankly any Zoom / Teams meeting is a better communication vehicle than the telephone and of course you can see who you are talking too!



- 5) **Remote Demonstrations** - demonstrating a product is often a key part of a well-executed sales process. Usually, small equipment demonstrations are carried out at the customer's facility, whilst larger, more complex equipment is demonstrated at the manufacturer's facility, with the customer travelling instead. However, the pandemic has greatly minimised the possibility for a live product demonstration. Instead, more and more manufacturers have embraced remote product demonstrations, with the customer joining via video conferencing. Whilst a simple single camera set up can work, using multiple cameras with live switching as well as pre-recorded video allows for a sophisticated live broadcast demonstration. And as before, it's more likely you will get all the key decision makers joining in, at least for some part of the demonstration!

And finally, here are five questions to stimulate your thinking still further as we enter a 'hybrid' selling and buying world:

- Which of your customers do you think it makes most sense to keep selling remotely too?
- Where in the Sales Process will you and or your team sell remotely and is that market / customer dependent too?
- What sales activities lend themselves best to a remote selling approach bearing in mind all the experience you have now gained during the COVID Pandemic?
- Which sales activities will you focus that (now precious) in-person face to face selling time on?
- What would you need to do to turn your hybrid selling approach into a competitive advantage?