



  
market-partners

Selling in a Post-COVID World with Seismic



# Customers Are Buying Differently

## It's Time to Start Selling Differently

The COVID-19 pandemic has accelerated significant trends across the business world. Although some aspects of buying and selling will certainly return to the way they were, there have also been major, unaddressed changes that are here to stay. Our deep research into how customers buy has revealed a number of these permanent shifts and their impact upon traditional sales; namely, shifts in how buyers relate to – and what they expect of – sales professionals. This particular change has created a growing disconnect between buyers and sellers. Not only do potential customers go further into their buying journeys before talking to a salesperson, but when sellers do get involved, they are active in less than 10% of buying activities.

It is clearly time to adopt new selling approaches. Approaches that reconnect sellers to buyers, delivering more insight to the seller and more value to the buyer.

“Selling in a Post-COVID World with Seismic” provides this much-needed framework for solving today’s sales challenges. This includes a detailed strategy on leveraging the Seismic Enablement Platform to become more connected to prospects and clients throughout their buying journeys.

## Topics Covered

- ✔ What our research revealed about how buyers buy
- ✔ New expectation of sales professionals
- ✔ Surviving in a world where the buyer has greater access to information
- ✔ Positive engagement in a buying journey
- ✔ Beyond the product pitch
- ✔ Staying connected throughout the buying journey
- ✔ Why value propositions aren’t enough
- ✔ Building trusted and valued relationships
- ✔ Identifying and managing buying journeys to no where
- ✔ From selling to a decision maker to managing a decision network
- ✔ Fragmenting the traditional sales call into multiple touch points
- ✔ Providing the right content, at the right time, to the right player
- ✔ The continuous communication loop
- ✔ The importance of social media

## Participative Sales Training

“Selling in a Post-COVID World with Seismic” is not delivered as a typical, discrete sales training program. Leveraging the innovative and award-winning training approaches pioneered by 3GS<sup>1</sup>, our workshops are designed to integrate the application of new techniques into the learning.

<sup>1</sup>A sister company to Market-Partners that has since been amalgamated into the company



This program uses the actual sales calls and campaigns of participants to put theory into immediate action. Moreover, participants will not only use interactive workbooks, but personal action planners, Application Guides, and work assignments. Our format can also be flexible, delivered by way of a two-day classroom training experience or five, 75-minute live virtual training modules, each followed by a work assignment.

### **The Seismic Enablement Platform**

Foundational to the methods embraced by “Selling in a Post-COVID World with Seismic” is the notion of planning intelligent, personalized, and managed communication with key players throughout the buying journey. We have found that there is no better way to achieve this level of coordination than the Seismic Enablement Platform. Using this technology to reconnect sellers to buyers is central to the program. While the sessions are primarily about the new selling approaches, these approaches are empowered by Seismic and therefore we show how to use the platform to put theory into practice.

The program can be delivered in one of two ways: one for sales professionals familiar with Seismic and an alternative for those with no previous exposure to the platform. In either case, participants will leave the training program with a belief and understanding that the Seismic platform is fundamental to their future sales success.

### **Out-of-The- Box or Custom**

“Selling in a Post-COVID World with Seismic” can be effectively delivered to sales teams out of the box using a generic buying journey and the Seismic Platform. However, for organizations that have researched their own market’s buying journey and/or have already configured the Seismic Tenant to categorize content by key players and steps of the buying journey, the program can be customized to reflect your insights and set up.

### **Expected Results**

- ✓ Higher level of engagement by sales in the Customer’s Buying Journey
- ✓ Greater intimacy in customer relationships
- ✓ Differentiated selling approaches
- ✓ Higher win rates
- ✓ Faster identification of opportunities that won’t close
- ✓ Reduced cycle time
- ✓ More informed selling
- ✓ Analytics that show emerging best practices or areas of challenge
- ✓ Higher sales productivity
- ✓ Deeper and broader relationships across key accounts



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is right for your business?**

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