

The 369° Collective of
Likeminded
Entrepreneurs is a digital,
web and business
consultancy based in
Auckland, New Zealand.

Business Development
Graphic Design
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Digital Marketing
Lead Generation

www.369collective.co.nz
021 142 6046

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SMARKETING X LAB
profitable B2B solutions for growth

WHAT HAS CHANGED FOR SALES IN 2022

ASSIA SALIKHOVA
MANAGING DIRECTOR

SMARKETING LAB

2021 *This Is What Happens In An Internet Minute*



The world
Is Becoming
Faster

Created By:
[@LoriLewis](#)
[@OfficiallyChadd](#)

WHAT HAS CHANGED?

Less Travel

Less Trade Shows

Less Personal Meetings

More Business Done Online

More Worry About Reputation

More Challenging Situations

More People Are Involved in Even Simple Decisions

More Information and Less Headspace

More Time Needed to Make a Decision



WHAT CAN YOU DO?

There are 1000s of books about sales in real world, but not as many about online sales

LESS PERSONAL INTERACTIONS

MOVE ONLINE

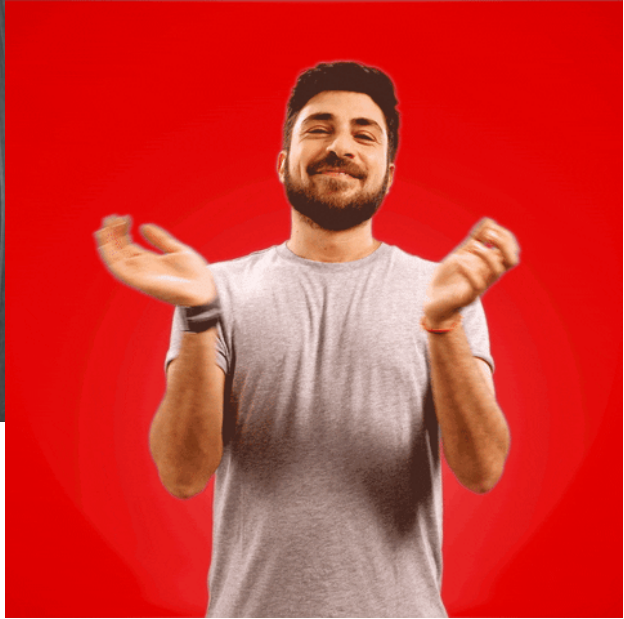


Phycology of selling offline changes
Vs
Phycology of selling online

NEWRULES!!!

FUNNEL
Reputationbuilding
Automatedfollow-up
SocialMedia
Building Your Channel

Today is About
Taking
ACTION



@LateNightSeth



EXCELLENT POINT!

**ACTION 1.
LEARN MORE**

Get More Data

As a company you have to develop an interest for better knowledge of your key data, starting from:

- Who are your Customers
- Where your sales are coming from?
- Have an in-depth product and service knowledge
- Have metrics and ways to get statistics and develop skills to interpret them

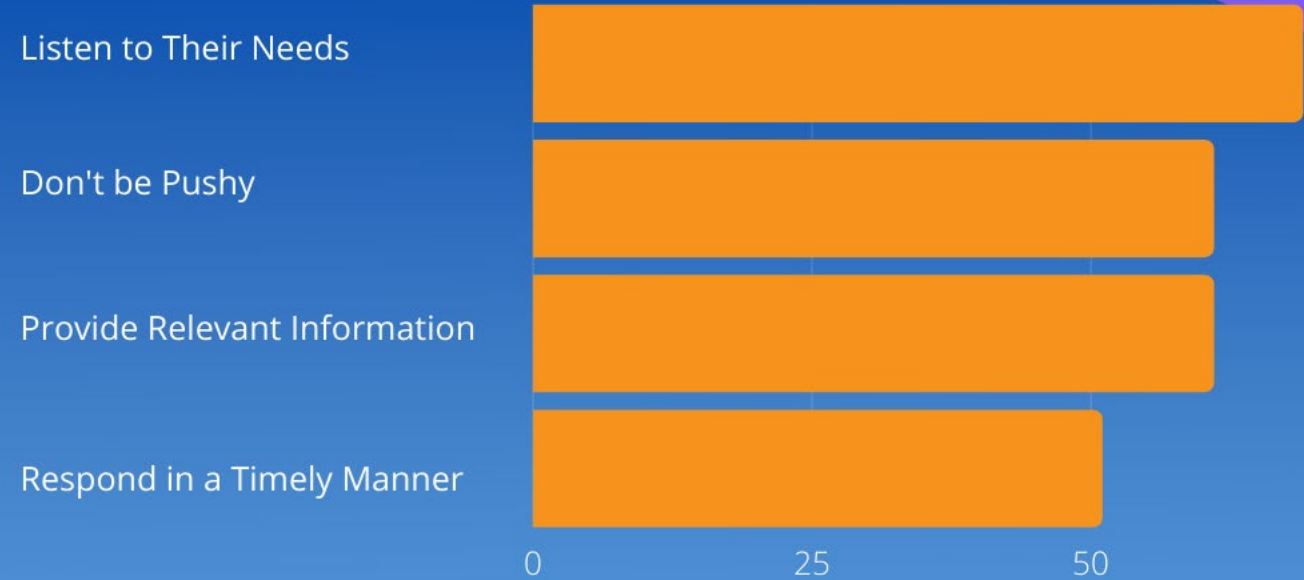
Listen to their needs (69%)

Don't be pushy (61%)

Provide relevant information (61%)

Respond in a timely manner (51%)

The **Top** Ways to Create a Positive Sales Experience, According to Buyers...





ACTION 2.

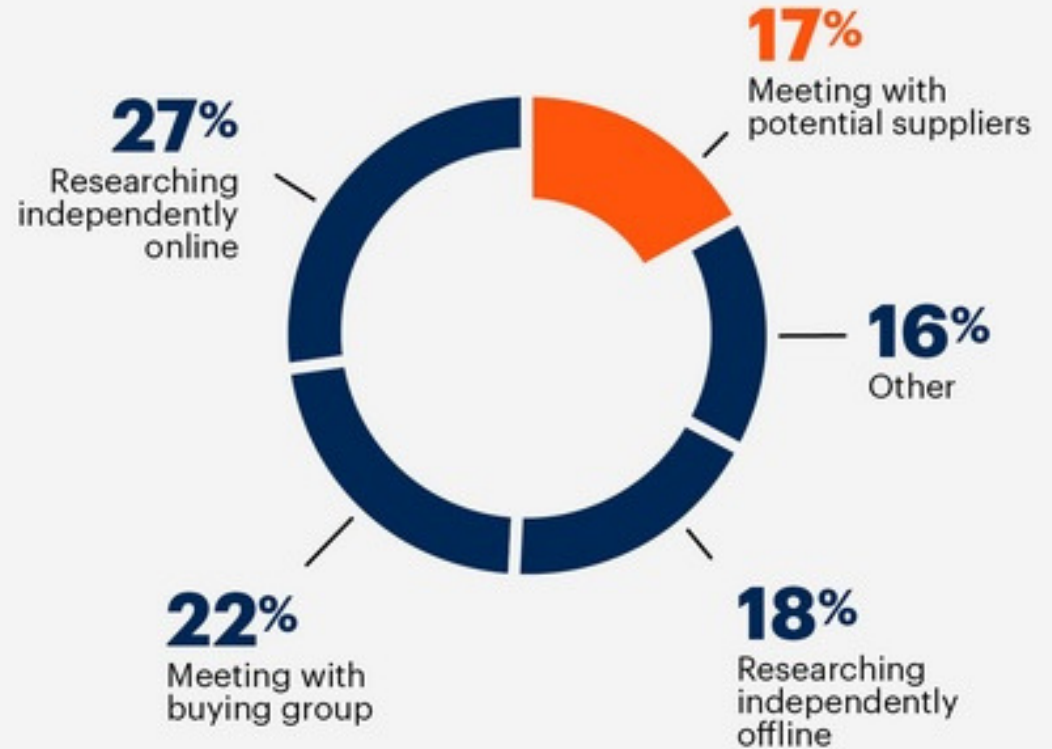
EDUCATE

EDUCATE

EDUCATE

Buyers want to learn first

Distribution of buying groups' time by key buying activities



n = 750 B2B buyers
Source: Gartner
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Gartner.

Examples of Insufficient Content

- Websites created in 2010 or older that aren't mobile friendly
- Just a couple of sentences about your products and services
- No faces on the website – people still buy from people
- Poor or non-existent LinkedIn profile
- No articles, blogs, or any content that can help them learn about their problem and your solution

3

Three Levels of Content

1. Basic education about your industry to be heard and understood
2. Robust solutions and case studies to claim your space as an expert
3. Amazing thoughts and ideas to assert thought leadership



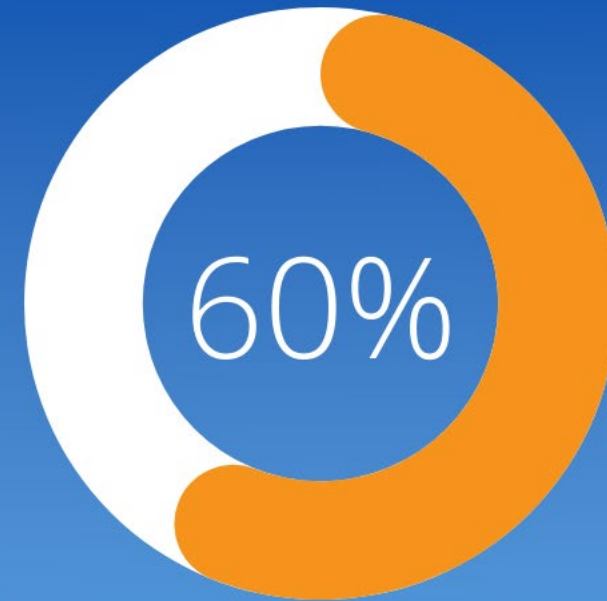
ACTION 3.

**FOLLOW UP WITH
INCREASED
PASSION**

Are you
doing enough?

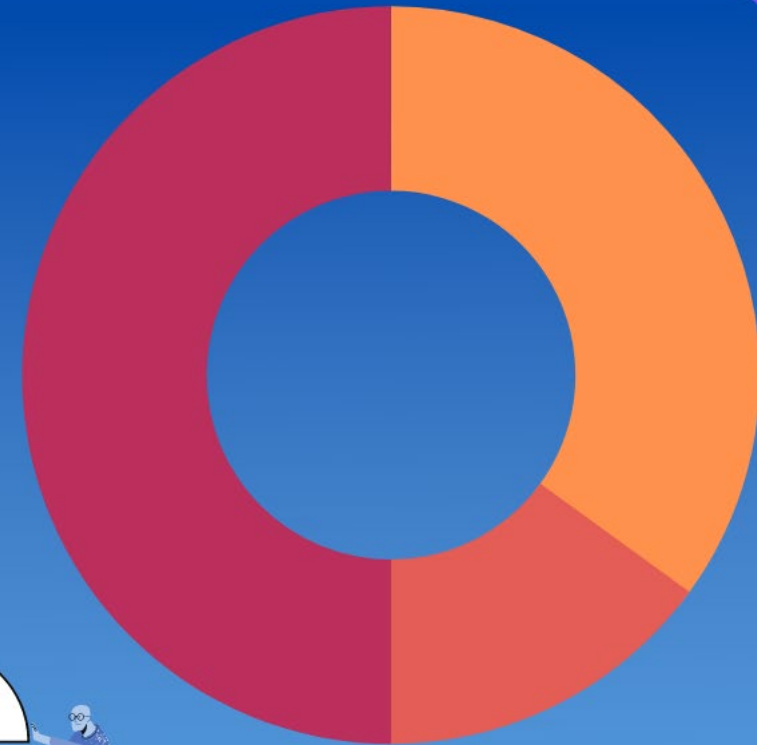
How many
emails do you
send before you
give up?

60% of Customers **Say 'No' Four
Times** Before Saying 'Yes' to Sales
Pitches



Are you
fast enough?

35-50% of Sales go to the
Salesperson That **Responds First**



3

Three Ways to Follow Up

1. Email marketing
2. Phone or in-person
3. Create omni-presence through social media



ACTION 4.
CREATE A
FUNNEL

SALES FUNNEL

AWARENESS

INTEREST

DESIRE

ACTION

**TRANSLATE YOUR
SALES PROCESS**

INTO an

AUTOMATED

FUNNEL

USING MODERN

TOOLS



WHAT TOOLS ARE YOU USING?

**WHAT TOOLS YOU LIKE
TO KNOW MORE ABOUT?**



ACTION 5. LEARN NEW SKILLS

3R

Which New
Skills You
Need?

1. Reach out to more people on Social Media
2. Relate to their wants, needs, processes using written words, images and videos
3. Rise above technical challenges

What Have You
Learned Today?

Take action

NOW



QUESTIONS?



Sounds like a
lot of work?



GET MORE VALUE

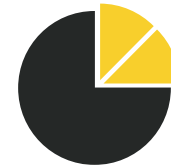
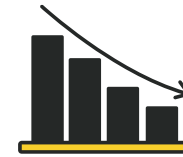
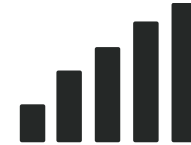
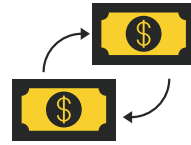
**Reach out to Venessa
to discuss your funnel**

FREE initial consultation

OUR COLLECTIVE CAN OFFER **MANY** SOLUTIONS

Reach out for a free
consultation so that
I can recommend
the right solutions for
your business.

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www.369collective.co.nz

support@369collective.co.nz

0211426046

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**LET'S WORK
TOGETHER!**

FREEBIES

- 100x Free Canva Templates for Social Media Free
- Free Downloads to Grow your Business Website
- Chat Bot Special Offer

support@369collective.co.nz