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# Digital Sales Framework



## STUDY HIGHLIGHTS





















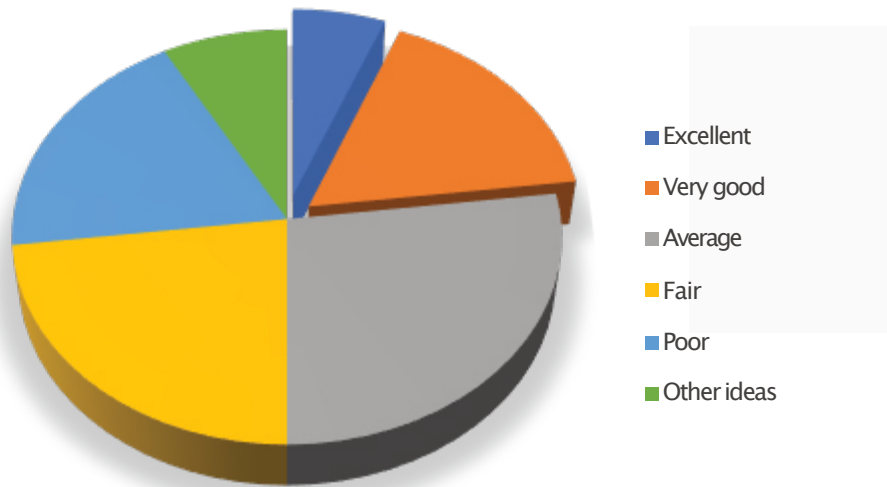




# 12.

HOW DO YOU RATE YOUR TEAM'S ABILITY TO CREATE LEADS USING BUSINESS SOCIAL MEDIA (LINKEDIN/XING ...)?

**Only 23%**  
say it is good or very good.



**"WE PRETEND TO DO IT, BUT MOST OFTEN OUR TEAM HAVE NEVER POSTED ANYTHING!"**

## IMPACT

Funnels run **dry**  
Self-evaluation typically **over-estimates** capability.

## RECOMMENDATION

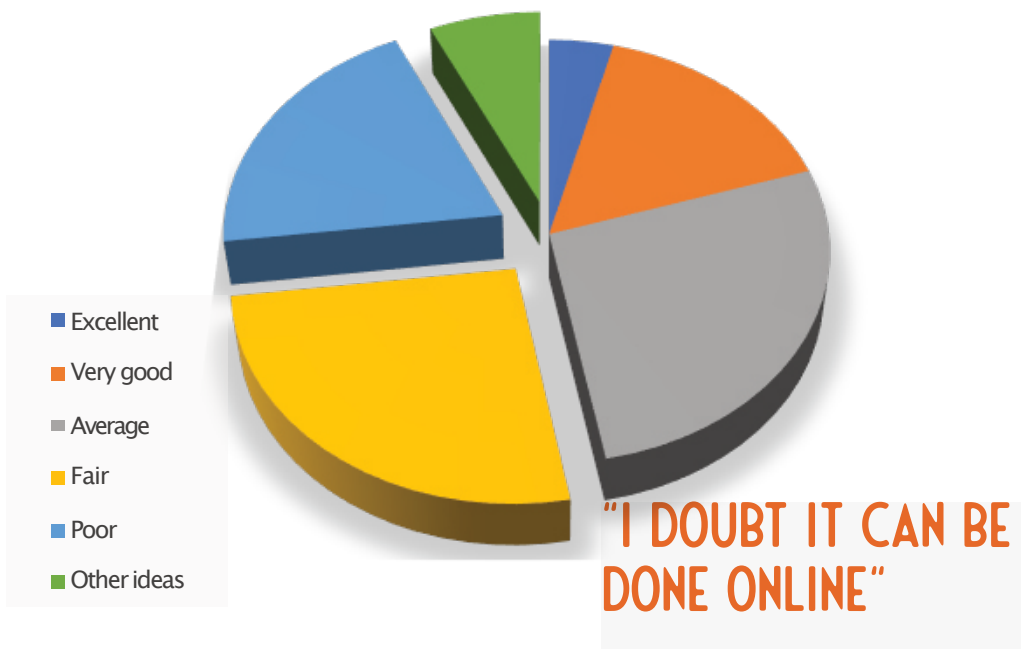
Set-up a **policy** and **process** to follow (profile content / what can be shared what cannot be shared / how to share it, how to use and reuse content properly, etc.)  
Set-up social media based **Opportunity Qualification Criteria**.

# 13.

HOW DO YOU RATE YOUR TEAM'S ABILITY TO CREATE LEADS USING BUSINESS SOCIAL MEDIA (LINKEDIN/XING ...)?

# 64%

say that the ability to develop contacts into opportunities is not good!



## IMPACT

Leads are generated but can't be developed into projects.

## FOOD FOR THOUGHT

Do you create value or just push the product?  
How can you differentiate?

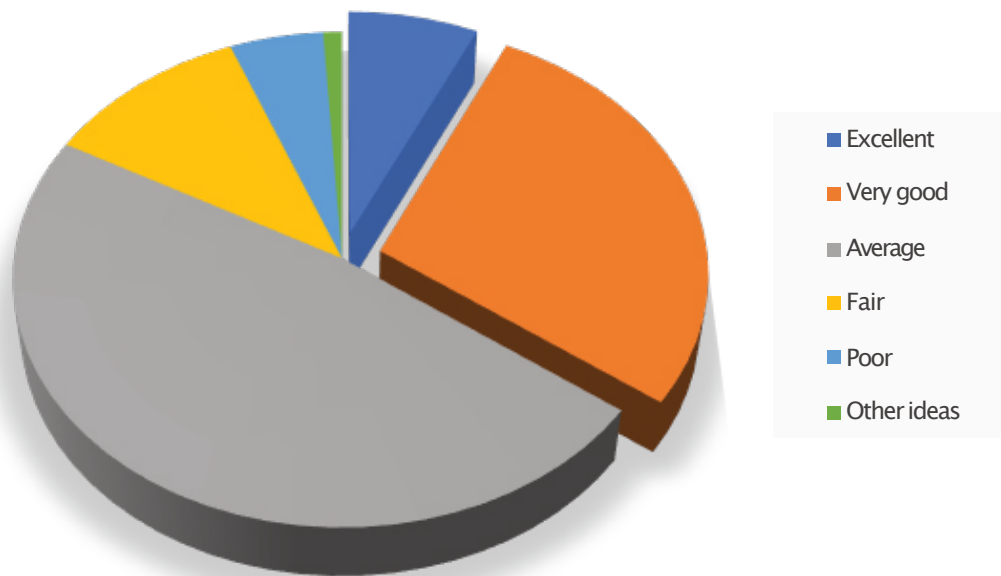
## RECOMMENDATION

Develop the competencies to identify, analyse and cover the **Buying Centre** supported by **social media**.

# 14.

## HOW DO YOU RATE YOUR ABILITY TO RUN VALUE ADDING ON-LINE MEETINGS?

**35%** are quite happy with the ability to run value-adding online meetings



**No area of concern.**



**"FROM ALL CHALLENGES, WE MANAGED THIS ONE BEST!"**

### **RECOMMENDATION**

It's **not** about the **technology** – it's about your **engagement**. Let your **personality** show through – be yourself, relax (leave being robots to robots).



“The digital world has changed many things, but people still buy from people. We must still build trust and create value to succeed.”

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