

5 MODERN SALES SKILLS

FOR A HIGH-VALUE ADVANTAGE



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President



A LITTLE ABOUT YOU

What is your role in your organization?

- a) Sales professional or sales leader
- b) Sales enablement professional or SE leader
- c) Learning and development professional or L&D leader

YOUR BIGGEST CHALLENGES

“Market contraction. How do I help my sales teams deal with a contracted market?”

“We need new customers.”

“Demographic changes causing knowledge transfer challenges.”

“Relationship building is a top priority. Our sales depend on them.”

“Reinforcing sales training and implementing successful programs.”

“My teams need to sell on value, they compete too often on price. Margins are a challenge.”

“Our sales teams are overwhelmed.”

DECISION MAKERS ARE

"Where did that competitor come from?"

"How do we stand out with our clients?"

"These vendor solutions all look the same."

"It's 6 AM. 150 emails in my inbox. Where do I start?"

"Quarterly results. Need to communicate new priorities to my team."

"My top team member just left. How am I going to replace her?"

"What ROI can you show me in 90 days?"

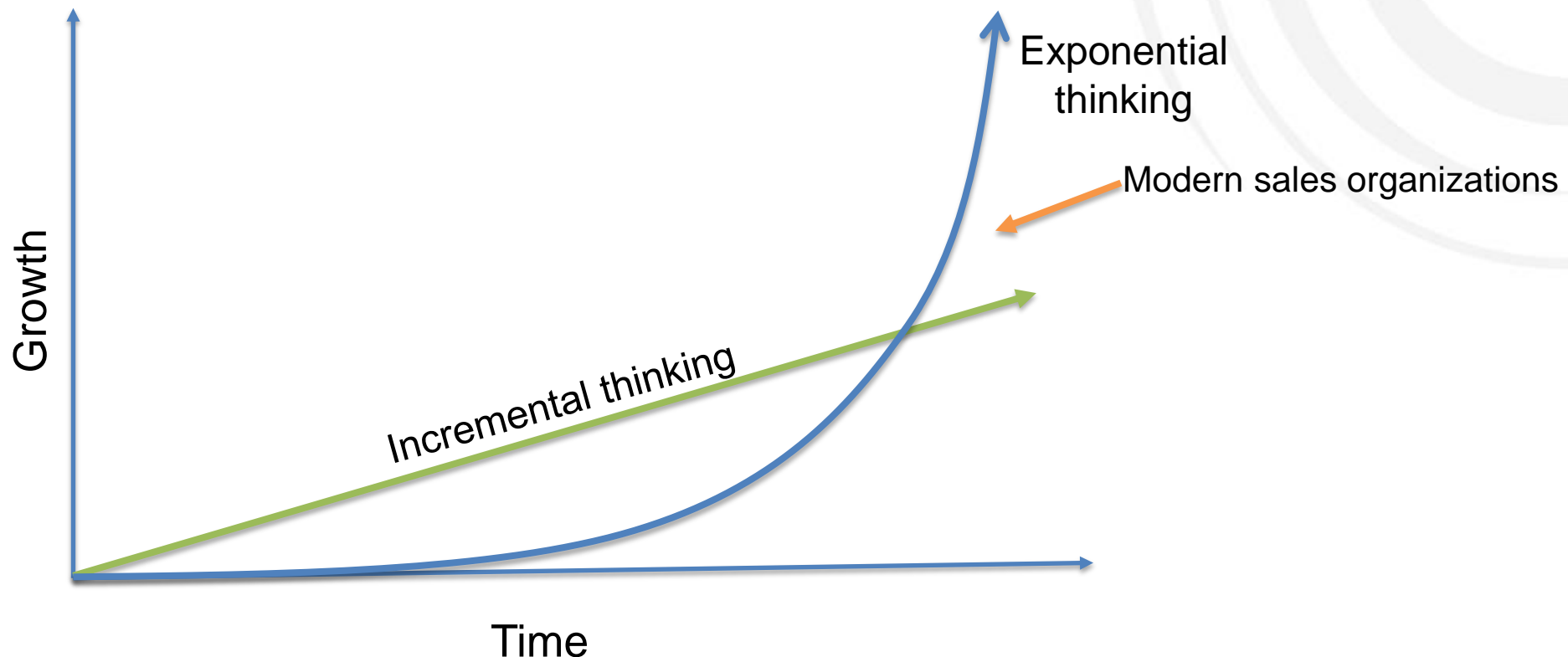
"Another new systems implementation? More change."

"3 board meetings this week. And a traveling soccer tournament."

#MODERNSELLER
@AmyFranko

WHO IS A MODERN SELLER?

GETTING TO EXPONENTIAL



Concept source: Mark Bonchek, Shift Thinking; <https://hbr.org/2016/07/how-to-create-an-exponential-mindset>

Advance Sales Performance. Cultivate Leaders. Create IMPACT.

THESE SKILLS STILL MATTER



5 MODERN SKILLSETS



LEARNING AGILE



ENTREPRENEURIAL



HOLISTIC



SOCIAL



AMBASSADOR

Advance Sales Performance. Cultivate Leaders. Create IMPACT.



LEARNING AGILE

LEARNING AGILE LOOKS LIKE

MODERN SELLER

Performance ownership and continuous feedback loops

MODERN SALES LEADER

What's one new thing you've learned this week, and what was the result? Here's what I'm trying that's new.

MODERN SALES ENABLEMENT/L&D

Gather insights from one or two sales teams, looking for patterns that could indicate future skill-building opportunities



ENTREPRENEURIAL

ENTREPRENEURIAL LOOKS LIKE

MODERN SELLER

Territory CEO and Vision Builder

MODERN SALES LEADER

Helping teams to uncover new and tangential markets for core solutions – or new ones

MODERN SALES ENABLEMENT/L&D

Build a vision-planning strategy at the front end of your needs analysis and your learning programs



HOLISTIC

HOLISTIC LOOKS LIKE

MODERN SELLER

It's knowing when to reset your frame of mind.

MODERN SALES LEADER

Team intentionally designs their days, prioritizing their most high-value activities

MODERN SALES ENABLEMENT/L&D

Build options into your learning programs that incorporate physical activity and/or mindfulness



SOCIAL

SOCIAL LOOKS LIKE

MODERN SELLER

Relationship expansion with influencers, thought leaders, and community leaders. Online and offline.

MODERN SALES LEADER

Consistent coaching on strategic relationship building within prospects and current clients.

MODERN SALES ENABLEMENT/L&D

Implement relationship/influence mapping (client level and industry level) into your development programs and CRM.



AMBASSADOR

AMBASSADOR LOOKS LIKE

MODERN SELLER

An experience creator beyond the initial sale, connecting the company, clients, and outside stakeholders. Takes the long view on the relationship.

MODERN SALES LEADER

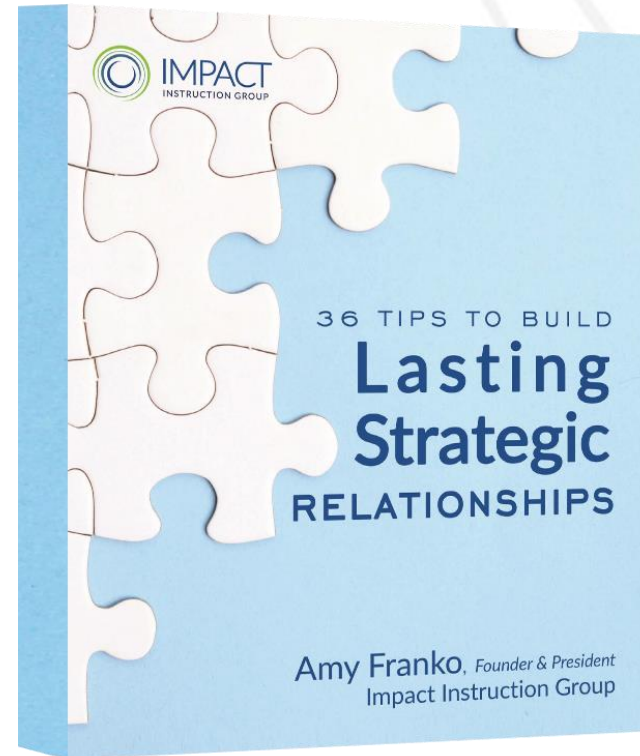
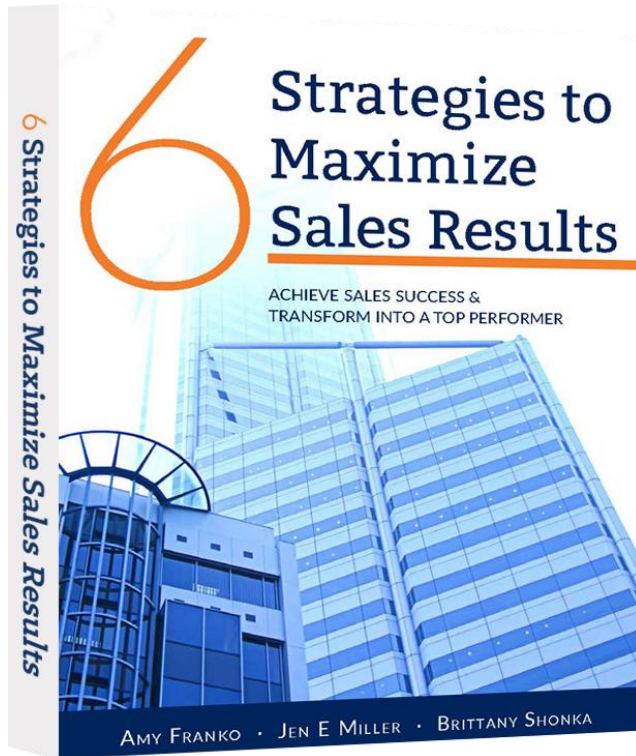
The leadership connector between the sales team, the internal organization

MODERN SALES ENABLEMENT/L&D

Connect sales, marketing, and learning together in your key experiences with your sales teams.

BONUS RESOURCES

impactinstruction.com/modernsellerATD



LET'S STAY CONNECTED



*The Modern Seller: 1Q
2018*



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impactinstruction.com

Modern sellers. Modern leaders.

Amy Franko works with organizations to build modern sellers and modern leaders. Her experience within global organizations, such as IBM and Lenovo, has shaped her skills as a futuristic thinker and leader.

With a unique combination of strategy, sales skill programs, and leadership development programs, she and her team at IIG work with leading mid-market companies and professional services firms to create lasting results and business impact.

Known for her dynamic and engaging style, Amy is also a sought-after speaker on leadership and strategic selling. Her new book, *The Modern Seller*, is launching in early 2018.