

# EPISODE 9: THE NEXT GENERATION OF DIGITAL SALES WORKFORCES

## VIDEO TRANSCRIPT

- So how might we enable the next generation of digital Salesforce? Let's find out in today's episode of Going for Growth. So today we're joined by Jackie Yeane the CMO of Tableau, and Louise Barrere the managing director and global lead for Accenture's Intelligent Revenue Growth. So recently I read a research by Gartner that by 2025, 80% of the B2B sales interaction between the suppliers and buyers will occur digitally. So this kinda corresponds to another research that shows about 33% of the all buyers desire a seller free sales experience, and that preference climbs even more to 44% from millennials. What does this means for salespeople as the technology plays a bigger role in the sales cycle going forward, please, what's your perspective?

- Interesting, well we have a generation who's about to see what it really feels like to have that data harnessed. Salespeople need to know what their customer is thinking proactively before they even come to you. Today sales reps can't be asking basic questions, they need to have that expectation, right? They're talking to a very digitally savvy customer, who's already done a lot of research. They're already further down the life cycle, and it's really about knowing where your customer is in that journey and how data can be used to come to learn about that. We want to enable these very educated conversations, knowing your customer, knowing their mindset, and being able to have that strong engagement and helping them and being useful for them in the way that the customer wants to be interacted with. So now data is a part of the team. It's never gonna replace sales or sales reps but it's the super power that they have in their back pocket, and it can be surfaced right where they're working today, as they're working

and right when they need it.

- Jackie, what do you think?

- Oh I love team, data is the team I've got my data shirt on, part of the team. So Louise I think that's so right on, you know, in the future I think everyone is gonna be a data person, especially salespeople. And my belief is that the data and technology will make salespeople smarter about their prospects and the people they wanna interact with and far more efficient with how they spend their time every day. Now if I'm being honest we still have our ways to go to make data and analytics easier for all of us, but we're making progress and we're making progress by starting to put it in the flow of your daily work, rather than thinking about it as some separate exercise. So imagine you get your key metrics and your urgent alerts kinda popping right up in slack or popping right up in Salesforce as you're going about your day, it eliminates what I tend to call the swivel chair problem of switching from thing to thing. I think you know there's also been a lot of progress with augmented analytics and AI, so actually analyzing the data for you. So serving up your next best action as a salesperson where you should spend your next two hours. And imagine even in the future that it tells you what question you should be asking the data next rather than you trying to figure that out all by yourself. So I think, you know, we need to remember that our customers are human and they actually want another human to engage with them who actually understands them. And even if they don't wanna interact with you right this moment, there will be another moment in the future that they do want to interact with you. And with data and technology, I think you'll have a far better understanding of who you're trying to



engage with and how.

- So treating data like a part of your team and really being able to use it to unlock the next level of engagement is what I'm hearing is what we should all strive for.

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