

Post-Covid selling



Make it easier for people
to do business with you

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McKinsey & Company

"Recent data shows that we have vaulted five years forward in consumer and business digital adoption in a matter of around eight weeks"

Source: 'The COVID-19 recovery will be digital', May 14

Source: [McKinsey Digital](#)

The shocking reality: Everything really has changed.
We explore sales team resilience in a [blog post](#).



Things were changing before Covid-19

Forrester 2019

- Buyer survey: 3-to-1
- Self-educate v. Engage sales

Forrester 2019

- 70% of B2B buyers
- Prefer to buy online

Gartner 2020

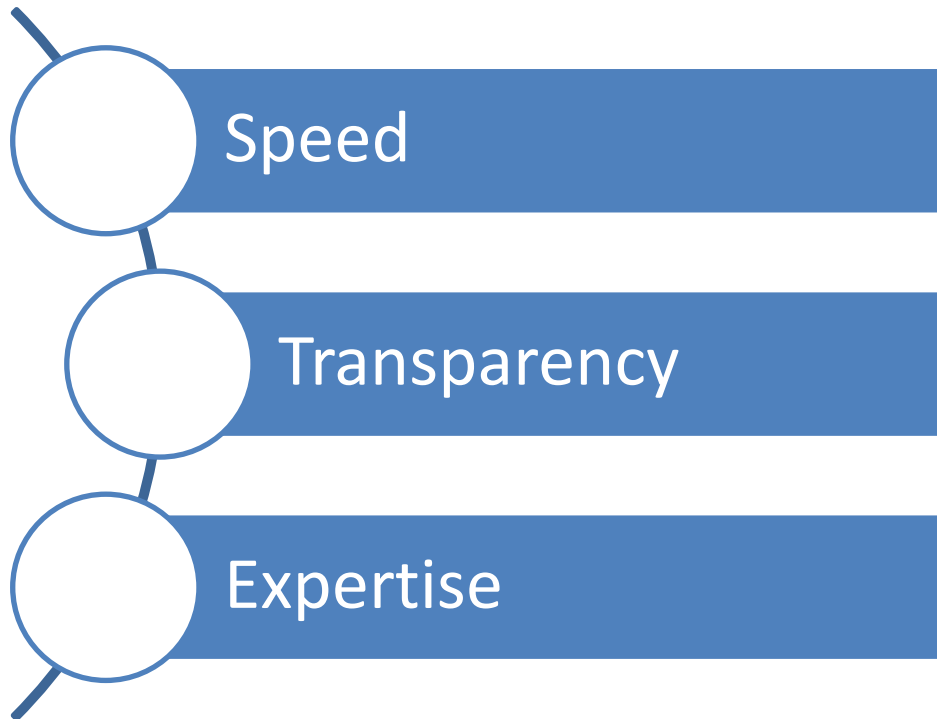
- 85% of business interactions
- Buyers prefer no human contact



Now B2B selling needs an overhaul

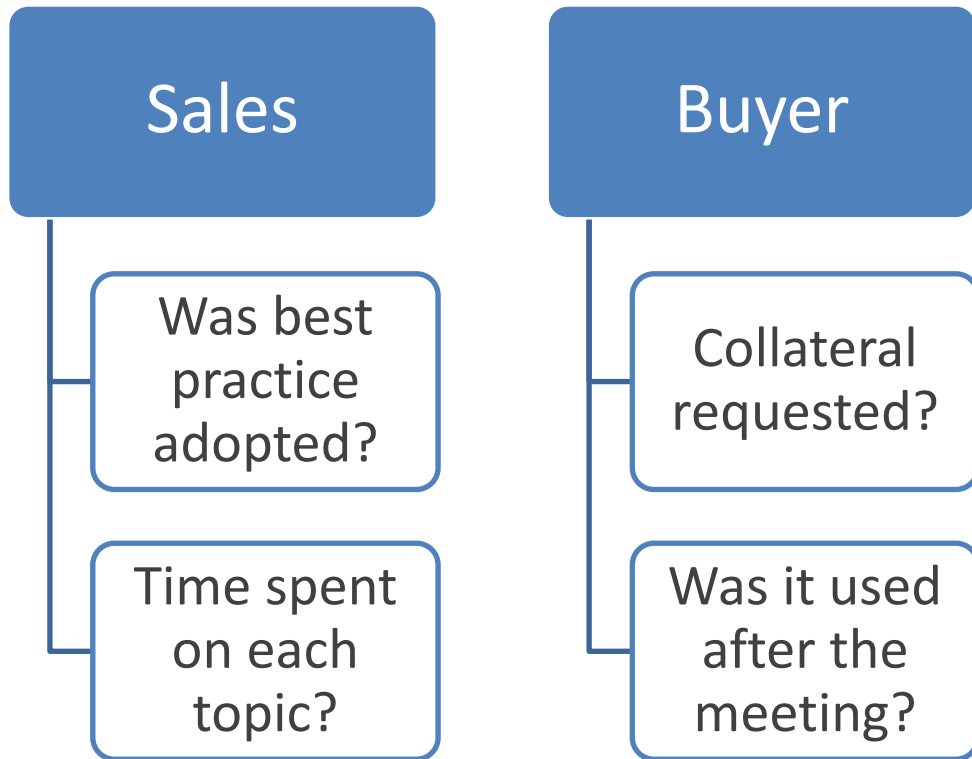
McKinsey 2020

Buyers say sellers must demonstrate 3 things





We need to measure outcomes from new style meetings





D!nk SalesMatik is the right tool for the job

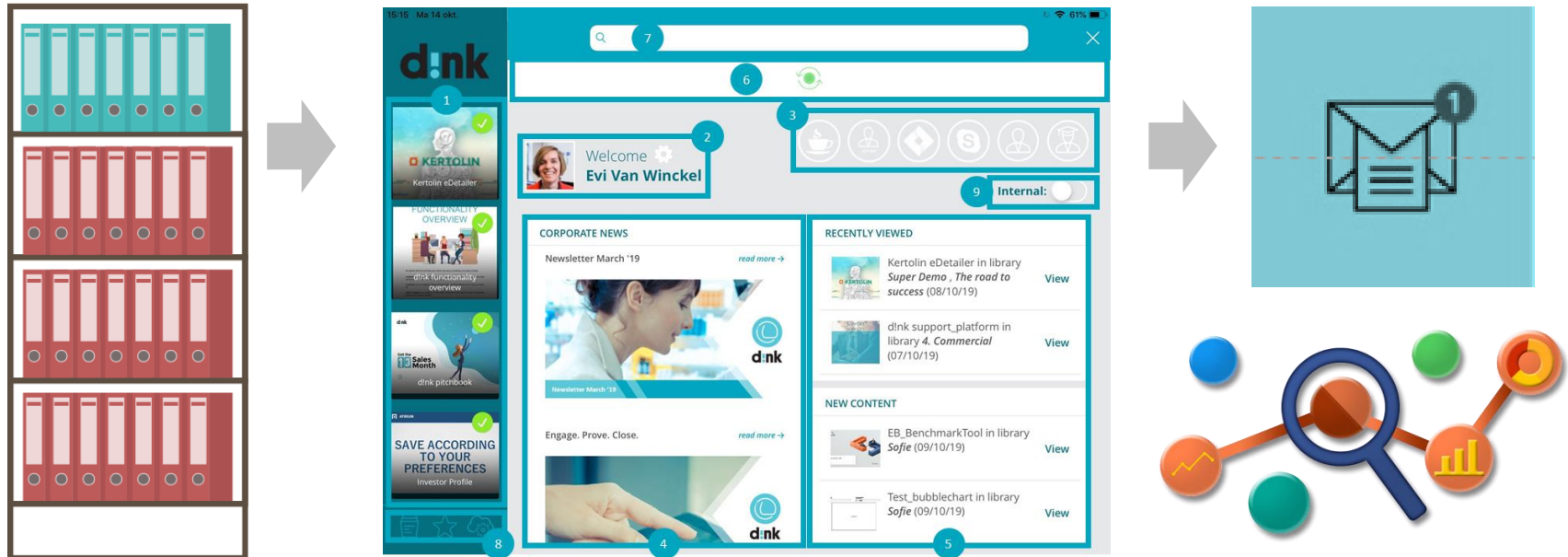
You hold all sales and marketing collateral in SalesMatik portfolios.





D!nk SalesMatik has four components

Portfolios. SalesMatik App. Account Hub. Analytics.





D!nk SalesMatik is the right tool for the job

Run sales meetings using the SalesMatik app.



Face-to-face when you can.

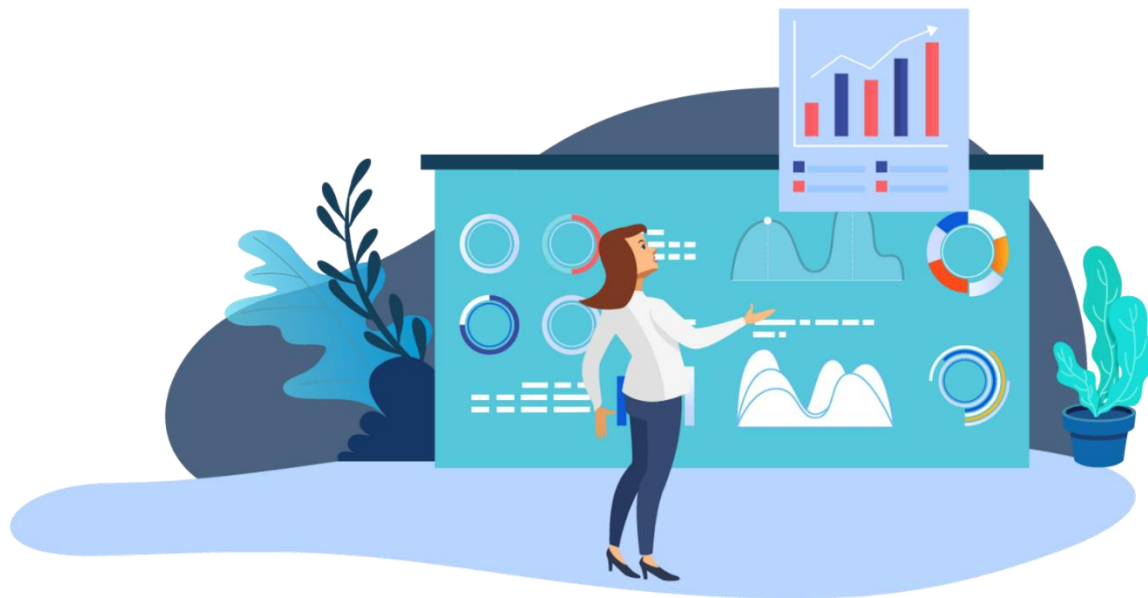


Teams and Zoom most often.



Start measuring and build best practice knowledge

The app records all corporate material and pitch decks used in meetings.



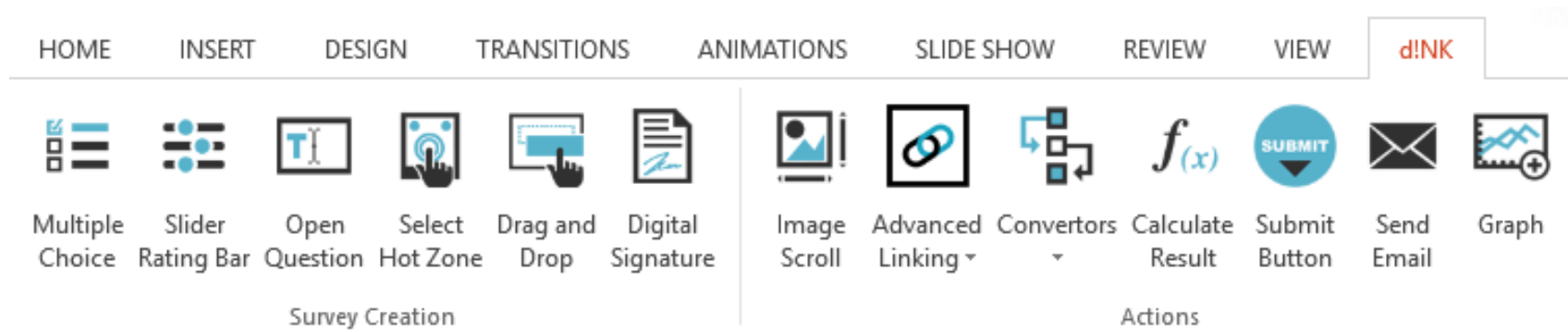
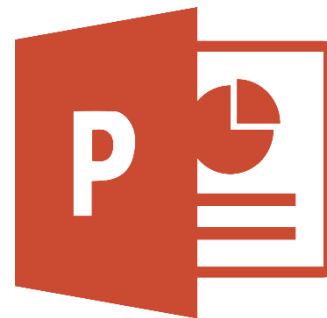


Transform pitches into dialogue

Collect quantities, volumes, preferences, other data.

Using pick lists, ratings, open questions. Calculate results.

All built in PowerPoint using simple toolbar functions.





SalesMatik Account Hub delivers collateral to clients

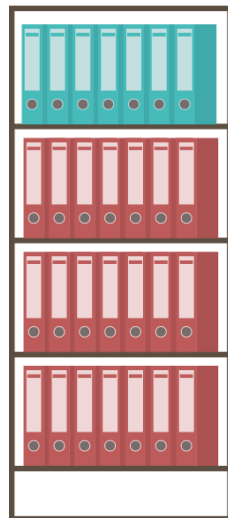
Single pages. Whole documents. Web page links. Pricing calculators.





SalesMatik measures customer downloads and views

Build customer engagement metrics. Understand collateral effectiveness.





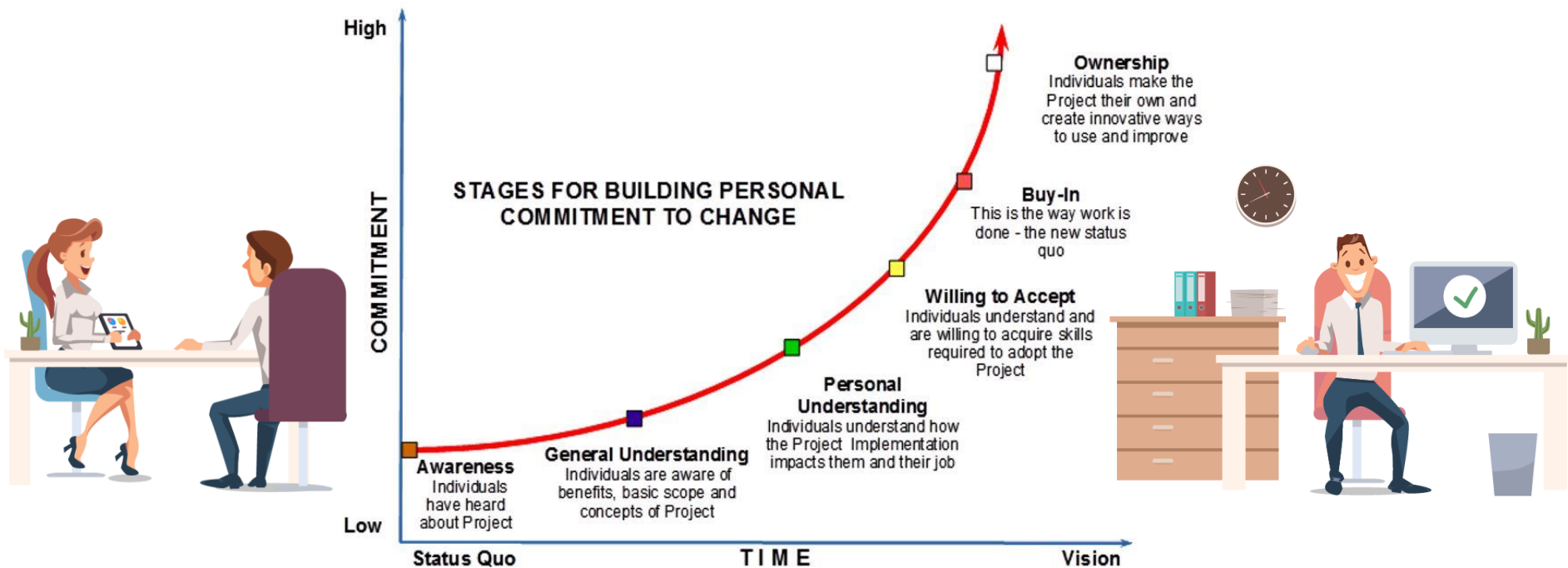
Understand how well your team is doing

And make the right adjustments at the right times.





Help your sales team transition to new methods





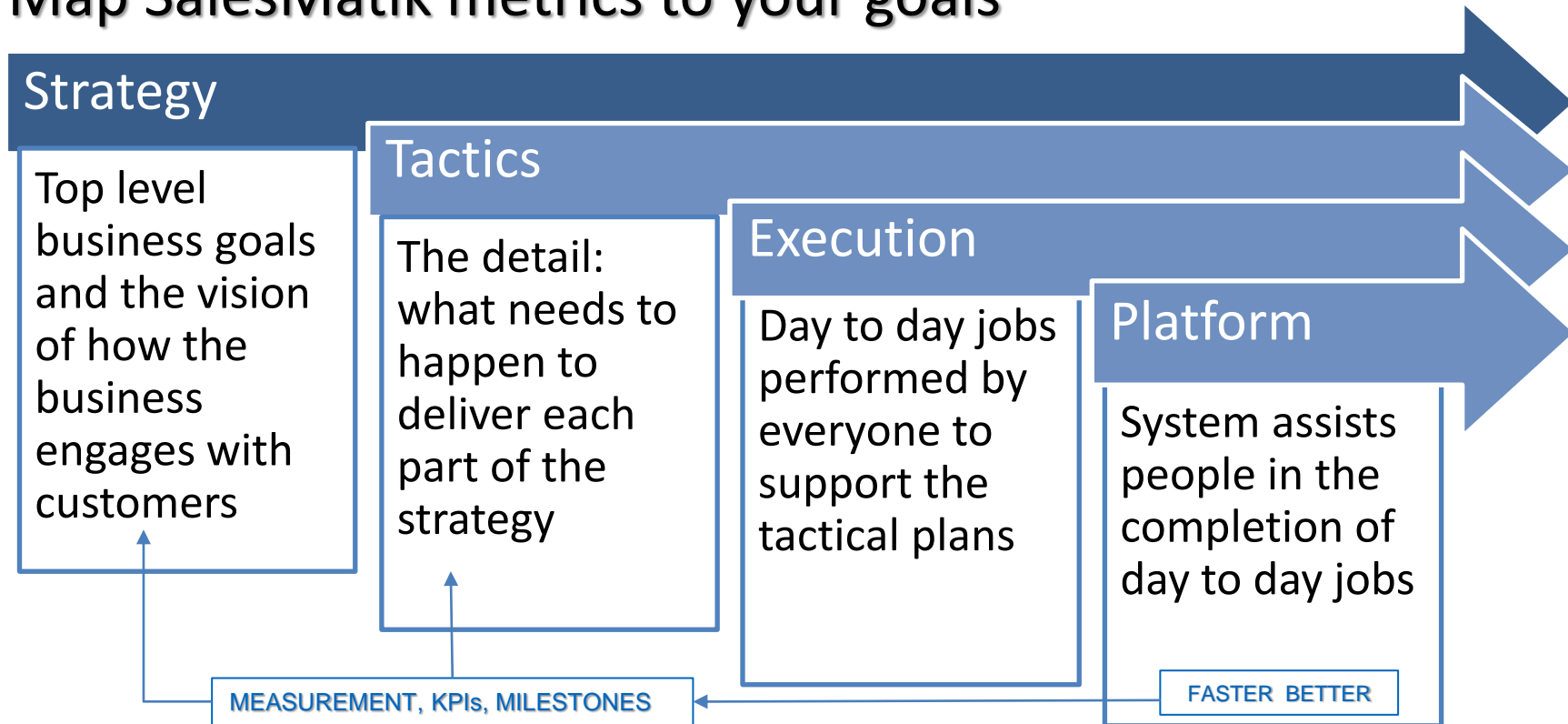
Collier Pickard has 25 years experience to help you

The psychology of behaviour change is explored in our [Insights blog](#).



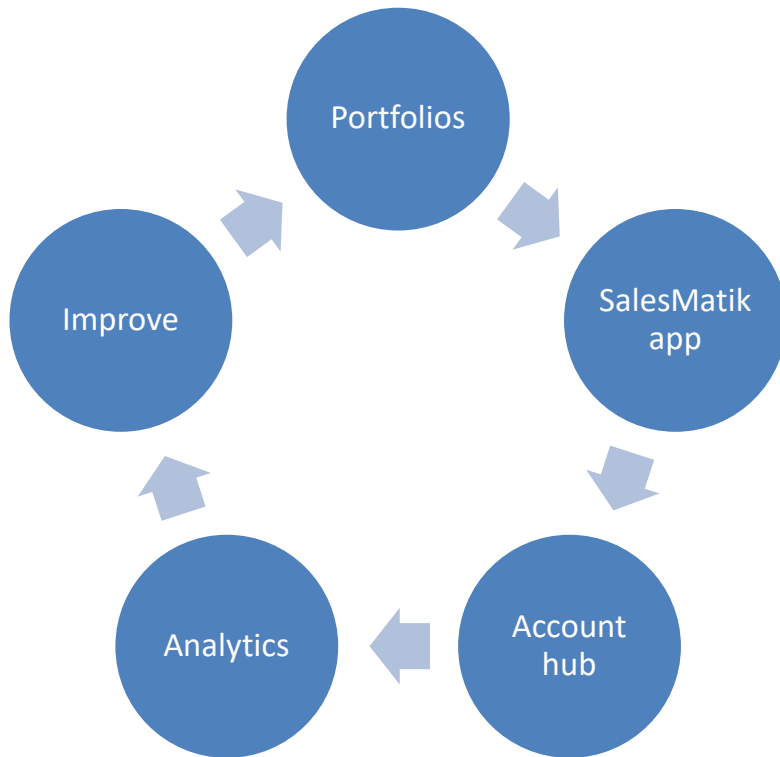


Map SalesMatik metrics to your goals





SalesMatik insights help you continuously improve





Work together: Our formula for success



Your top
level goals



SalesMatik



Collier
Pickard



Sales
effectiveness



Marketing
insights



Better
outcomes

Post-Covid selling



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