

# 5 WAYS TODAY'S WORLD OF B2B SALES IS CHANGING



## 1.) RISING ECOMMERCE SALES



In 2015, Forrester Research predicted that 1 million US B2B salespeople will lose their jobs to self-service eCommerce by the year 2020. Products that have stayed the same for years no longer require a salesperson to take down and process orders, but not all products easily transition to the online market.

## 2.) ACCELERATED INNOVATION

Sirius Decisions found that 67% of the buyer's journey is now done digitally, office technology products are essential to a business's success. However, keeping up with tech innovation and product feature enhancement cycles has become more of a hassle than an easy side search, that's where salespeople come in.



## 3.) YOUNGER TECH-SAVVY REPS

Sales representatives are getting younger in the increasingly demanding job market. With a younger overall age comes a greater general knowledge of technology. Modern reps understand the importance of consistent education in products and the natural feature enhancement cycles they go through.

## 4.) REPS NEED PRODUCT TRAINING

In 2017, Forrester research found that only 22% of executive buyers believed that vendor salespeople understood their issues and how they could help. Access to quality Product Sales Training is not only a helpful resource but a necessity for sales reps to stay relevant and achieve success in the modern sales world.



## 5.) POSITIVE RESULTS FROM TRAINING



The modern-day sales force is already familiar with multiplatform learning systems, so why revert back to the old ways of lunch and learns? Upon completion of a Product Training Module (PTM), 90% of users for one office technology business anonymously identified themselves as being likely to target and introduce products presented in the PTM to a new customer.

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