

# USING TECHNOLOGY TO SELL

Tactics to Ratchet Up Results

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*Jonathan London*  
*Martin Lucas*

Apress®

## *Using Technology to Sell: Tactics to Ratchet Up Results*

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*I would like to dedicate this to the people who love, support, and accept me with all my foibles and vulnerabilities.*

—Jonathan London

*To the girls in my life: Irene, Lola, and my editor in chief for life and fun, Jenny.*

—Martin Lucas

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# About the Authors

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**Jonathan London**, founder and president of the Improved Performance Group, is known internationally for his expertise in developing, guiding, supporting, and training the sales, channel management, and leadership abilities of this clients in order to drive exceptional results. Based upon his 19 years of executive-level experience and an accomplished track record in both domestic and global sales, London's contemporary practices have served well the interests of IPG's current and former clients, including Cisco, Dell, Rackspace, Lawson Software, Polycom, Mitel, HP, Vidyo, AOL, Millennial Media, Tribal Fusion, SpecificMedia, Cox Digital Media and many other SMB companies. Prior to founding the Improved Performance Group, London was, from 1976 to 1994, in high-tech sales and management with such companies as Olivetti, NBI, ROLM, Wyse Technologies, and PictureTel. In each case, he was the top producer or manager. London is also the author of *The Entrepreneur's Guide to Selling*.



**Martin Lucas** is president and founder of TSI squared and Phinkit.com. TSI squared is a training and consulting firm specializing in sales improvement, sales messaging, and conferencing consultations. Phinkit.com is a new social media platform that enables people to promote their business and achieve their goals. Unlike other platforms, it puts people, sales, and marketing first. Martin has worked in the technology industry in a number of sales leadership roles and has received numerous awards for sales, management, and inspiration. TSI clients come from a variety of spectrums, industries and markets, giving him a wide breadth of insight.

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And of course, thanks to you for buying the book! It has tons of insight and value, so take what you need and enjoy.

# Preface

## Technology Is Changing Selling

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*“While our access to raw information has grown exponentially, our time to process this information has declined rapidly, which has placed an unprecedented premium on the act of meaning-making.”*

—George Dyson, Futurist

*“People are information-rich and theory-poor. If you can give them a way of organizing their experience, then their minds are wide open.”*

—Malcolm Gladwell, Author

It is a bewildering task to write a book about technology and selling because there are so many technologies available, and they are changing and growing at an unprecedented pace. By the time you have finished reading this, there will be new technologies or iterations of existing ones that didn't exist beforehand. Many will be relevant and interesting.

Technology has always been something that can be used to our advantage or work against us if we don't use it properly. Today, it appears that the opportunity to use or get used by technology is more significant. Sales processes and cycles can be smaller and shorter, so the proper use of technology and information is more and more critical.

Technology hasn't changed the idea of selling, nor its intent and purpose. Wikipedia defines selling as “offering to exchange something of value for something else. The something of value being offered may be tangible or intangible.” Selling involves someone being interested in or needing

something, and then going about in whatever way they know how to analyze the situation and decide what to buy and how much to spend.

Technology has always played a role in enabling people to respond to the needs of prospects. The wheel allowed people to go further distances to sell their goods. In our era, the radio, TV, billboards, slide and overhead projectors, color printers, word processing, cell phones, software, video, and much more, have all made it easier to reach potential customers.

These technologies seem to pale in comparison to what is happening now. Prior to the advent of the Internet and other recent technological developments, prospects were primarily dependent on the information companies gave them to make a decision, and companies were limited in the ways they could present or deliver it. People might ask for references, or any independent evaluations of your offering, but those tended to be limited and were done by known experts.

The game has changed. The internet, computing power, cloud computing, faster and more available bandwidth, mobile devices, higher-resolution screens and cameras, more sophisticated hardware and software, imagery, software as a service (SaaS), and more all provide more technology and information than ever before. On the one hand, it helps us sell more effectively and makes it easier for prospects to make decisions. It allows companies to market or sell in ways they have never been able to do. On the other hand, it puts a great deal of power in the hands of customers, who can now get as much information as they can handle about your product or service—and you. Paradoxically, all the information and channels of delivery can be overwhelming for salespeople and customers alike.

Yet, as mentioned, the basic sales proposition has not changed—customers have a need, and you need to help them satisfy that need with a product or service. And the basic sales process has not changed, either.

*Using Technology to Sell* will align the best technologies and the best processes to increase your competitiveness and sales. We will discuss:

- How to differentiate yourself amid the increase in competition because of technology.
- How to deal with different lengths of sales or sales cycles more effectively.

- How customers and prospects are better educated before and during the sales process, such that many feel they don't "need" a salesperson as much or at all.
- Why traditional sales approaches may not be as effective as they once were.
- Why there is now an over reliance on marketing—at the expense of good sales skills.
- How technology can be a great enabler for the salesperson but does not replace a good sales process and selling skills.
- Why salespeople need to be better than ever, because the prospect is more informed and educated. The term "trusted advisor" or subject matter expert is becoming more important.
- Why salespeople and sales organizations need to differentiate themselves by using technology more often and effectively.
- What are the best uses of different technologies at different stages of a sales process.
- How to perform sales-related tasks more easily.
- . . . and much, much more.

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