HubSpot

The State of Sales and the Customer Experience in 2020 and Beyond

Starting Shortly!

Did you know HubSpot recently launched its first podcast for Aussies and Kiwis?

Unconventional Business can be found on Apple, Spotify, or at unconventionalbusiness.com.au

who gives a crap

sendle

tile cloud

The State of Sales and the Customer Experience in 2020 and Beyond

Kat Warboys
Head of Marketing, HubSpot ANZ

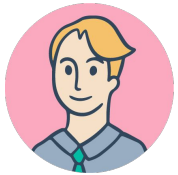
Housekeeping

- We’re recording the session and will send it to you, along with the slides and other assets.
- There will be time for questions at the end and we’ll get to as many as we can
- Make sure you use the Q&A box, not the chat box, as that isn’t being monitored
- If you do have any follow-up questions after the session, book time in with your Inbound Growth Specialist and they’ll be happy to answer them

About the Data

We wanted to understand how organisations are thinking about customer experience in the sales process, how (and if) it's prioritised, the impact of COVID on sales and and the challenges sales team are facing.

We conducted two surveys in September 2020:



Sales Leader Survey. We heard from over 550 sales professionals, from individual contributors to the C-Level

Consumer Survey. We asked over 1,000 consumers to reflect on the sales process for a recent purchase of $300+ in value

Meet Our Panel Experts

Kevin Ackhurst

Sales Director

HubSpot

Trent Olsen

Commercial Director

Commissionfactory
Part of Awin

Will Andrew

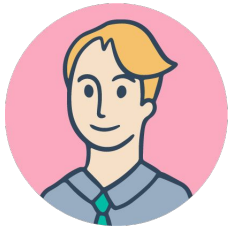
Business Operations Manager

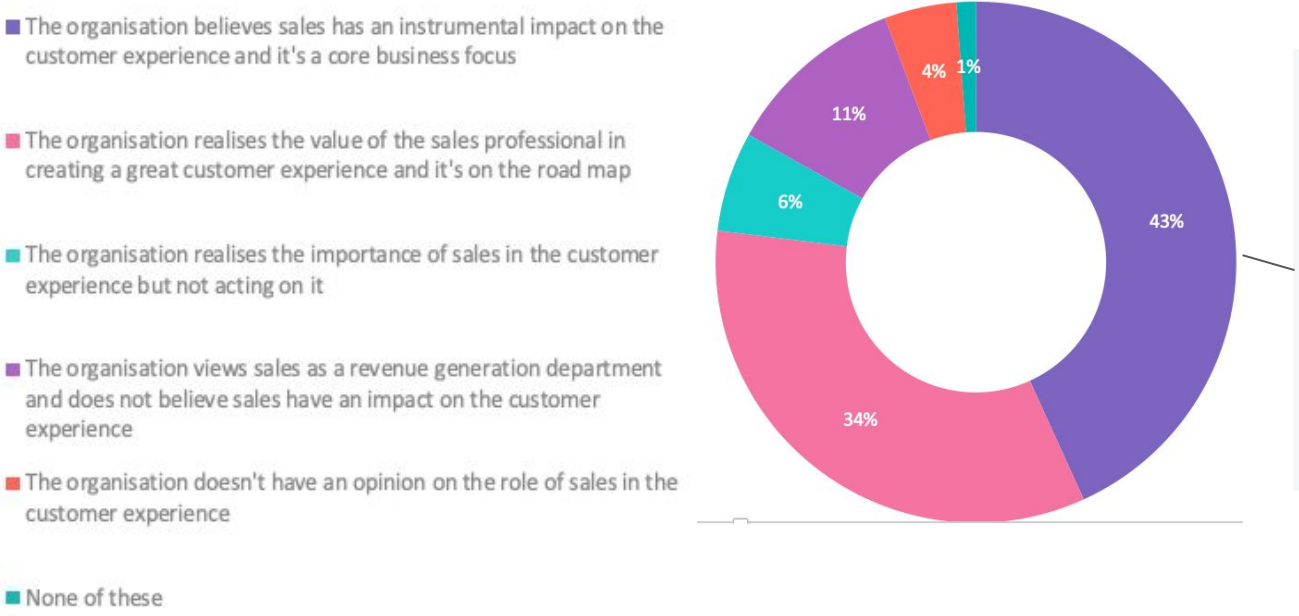
rezdy

Prioritising Customer Experience

Prioritising Customer Experience

Describes your organisation's view on the importance of sales in the customer experience?

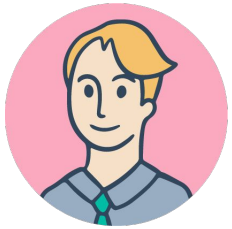


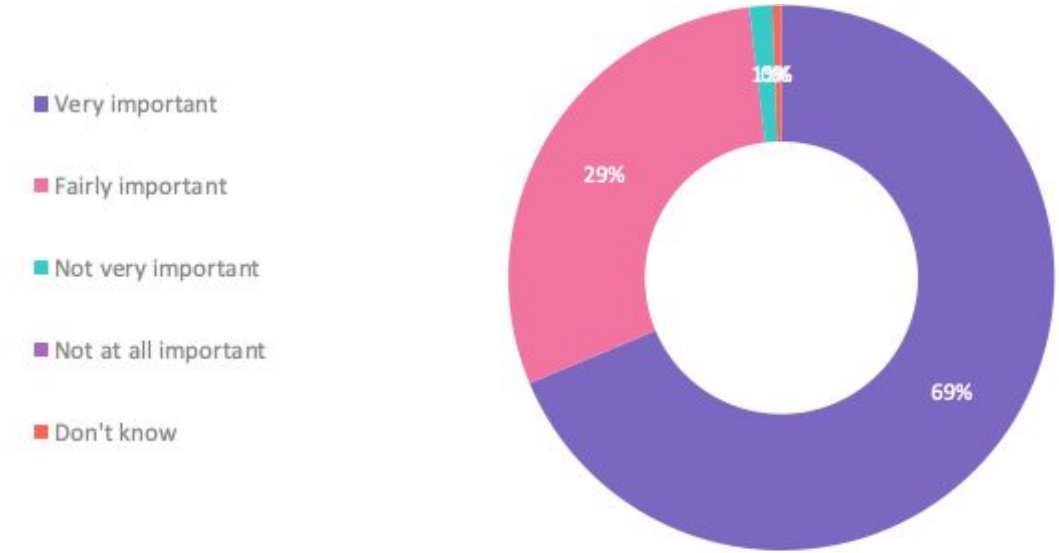


43% say their organisation believes sales has an instrumental impact on customer experience and it's a core focus.

Prioritising Customer Experience

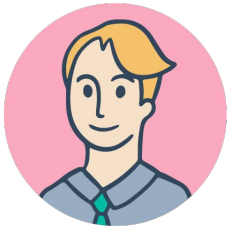
How important do you believe the sales process is in delivering a great customer experience?



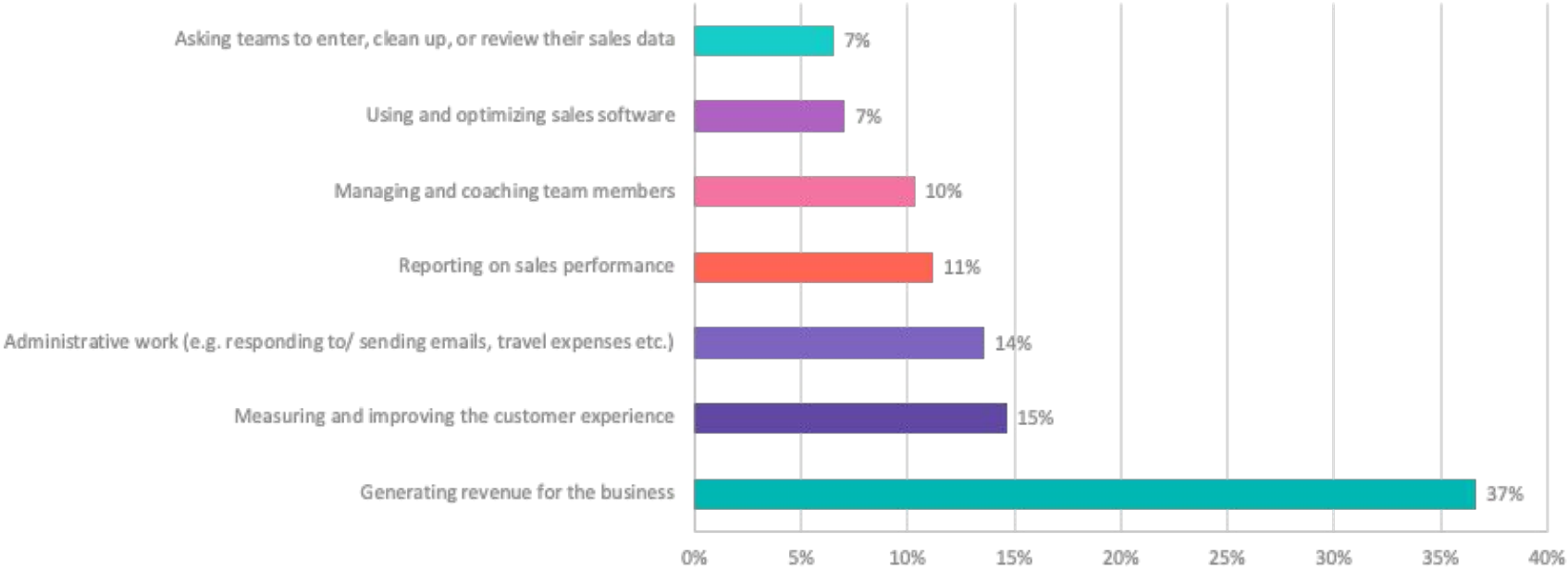


98% personally believe that the sales process is fairly important, if not very important, in delivering a great customer experience

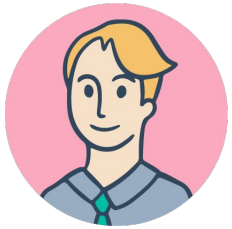
Prioritising Customer Experience



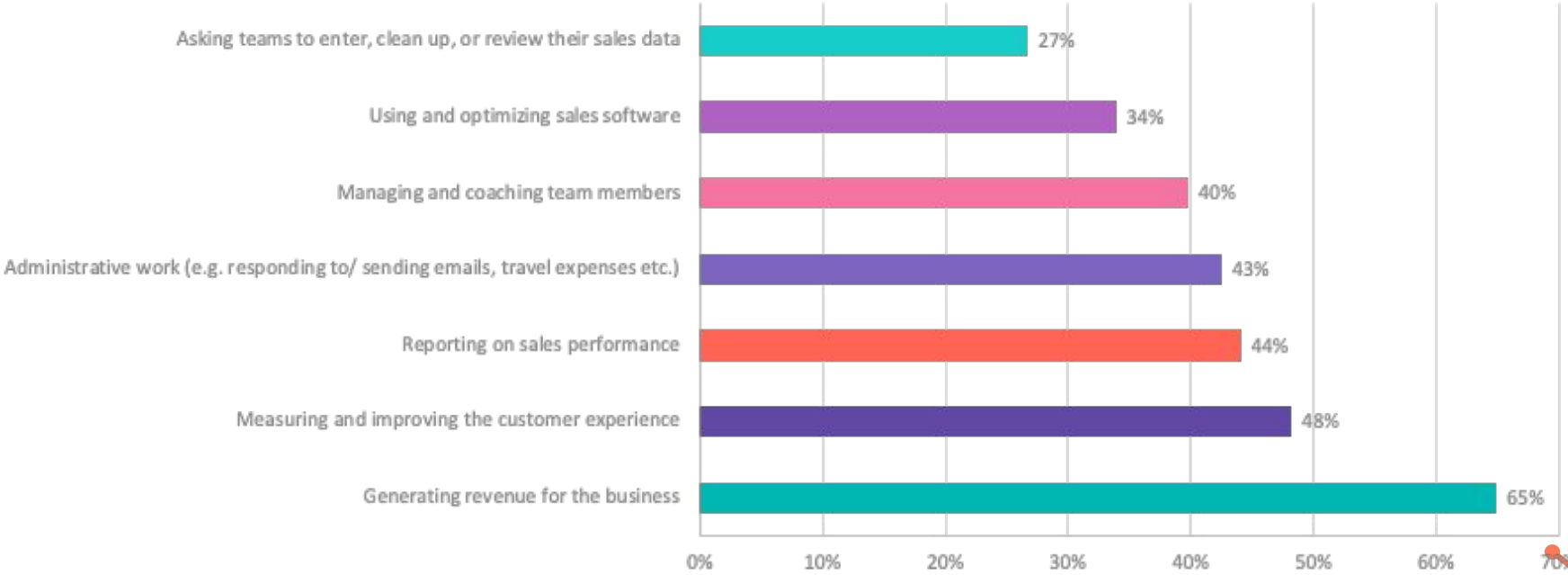
How does your organisation prioritise the following elements of the sales process?



Prioritising Customer Experience



How does your organisation prioritise the following elements of the sales process? *Top Three Priorities*



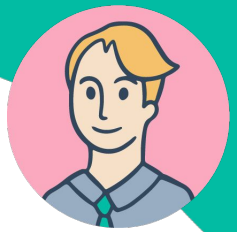
Discussion

Are we witnessing internal misalignment?

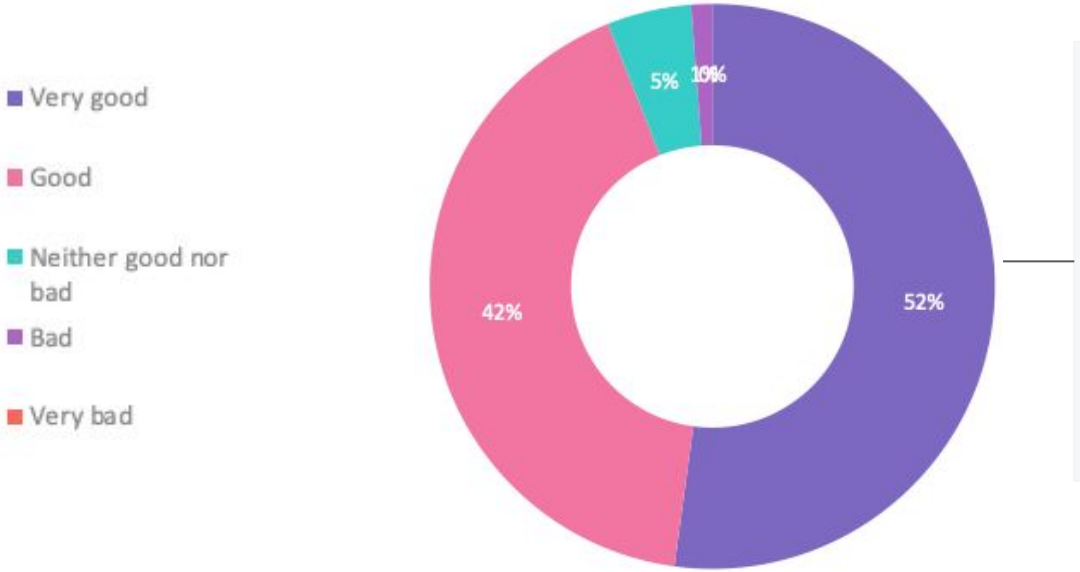
- Are companies just paying lip service to customer experience?
- How does your organisation set a customer first vision and also ensure it is acted on and achieved in the day to day?
- Less importance or recognition is given to the customer experience in smaller companies, compared to larger organisations. Why do you think that is?

Customer Experience In Action

Rating the customer experience



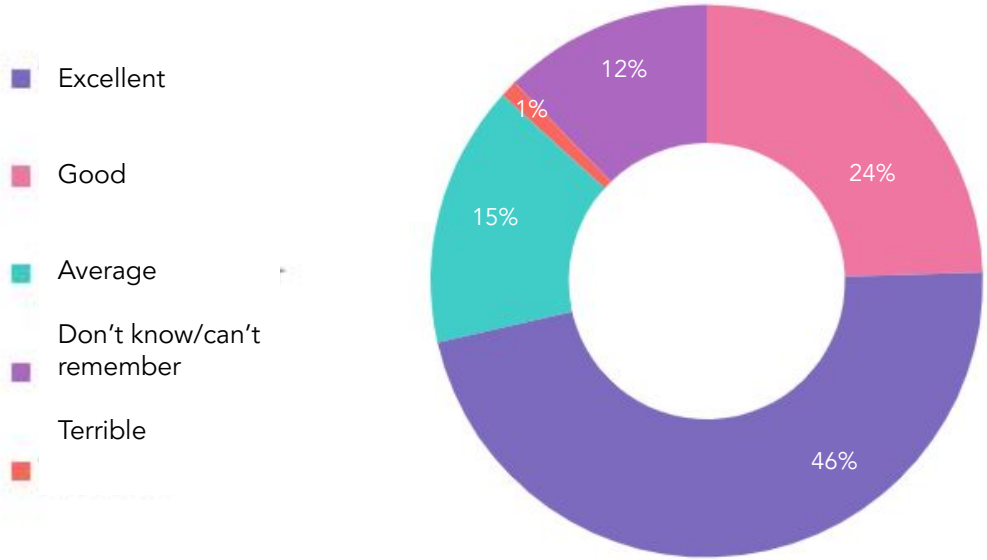
How would you rate the experience your sales organisation currently provides to customers?



94% rate their current experience to customers as good or very good!

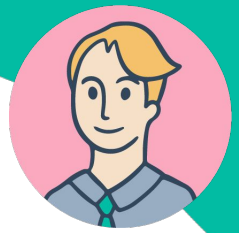
Rating the customer experience

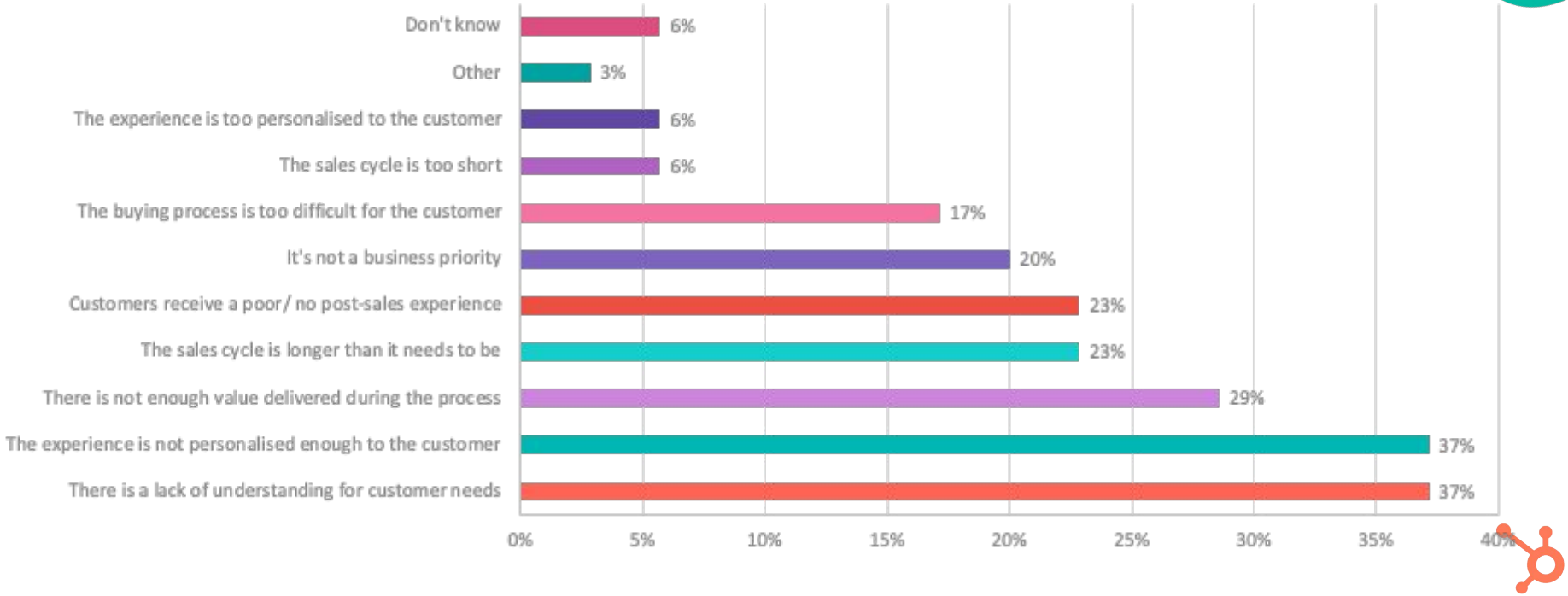
Thinking about a recent purchase over $300, how would you rate the sales experience?



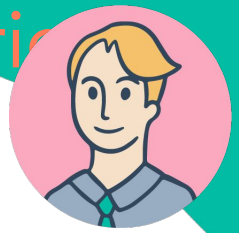
24% rated their most recent sales experience excellent

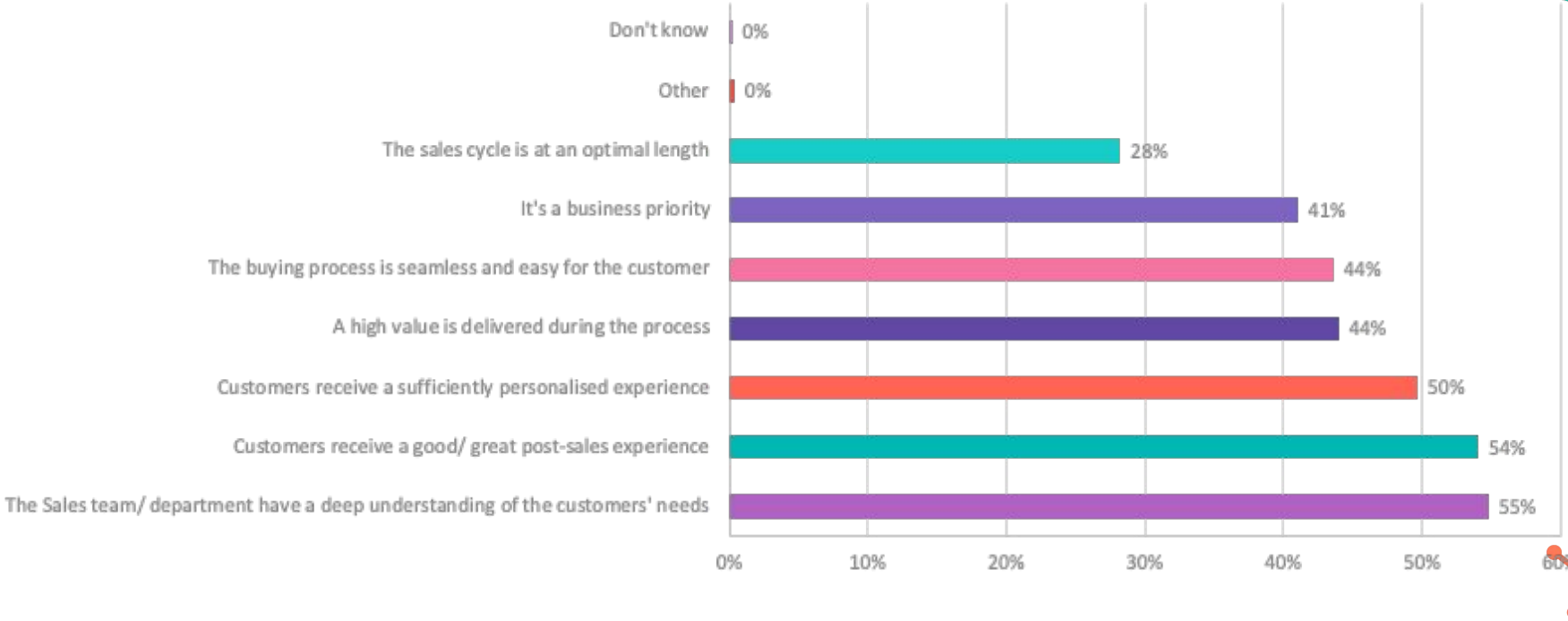
Reasons for delivering a *negative* experience



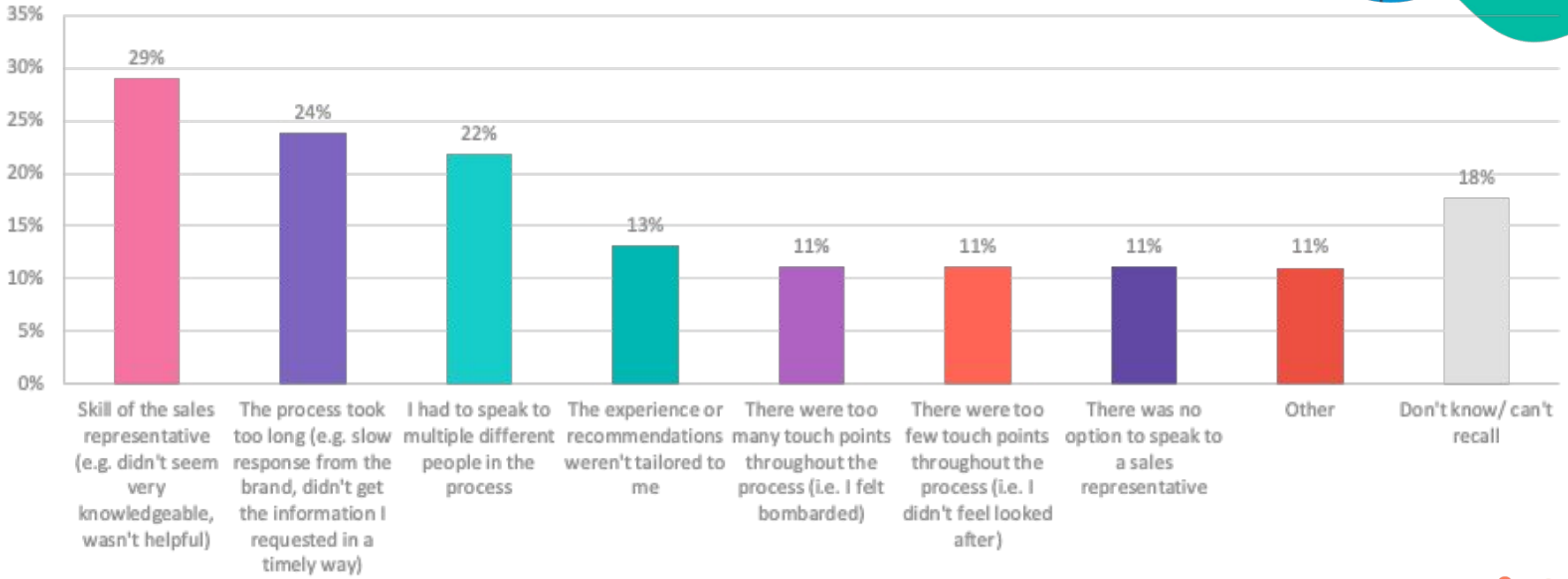


Reasons for delivering a *positive* experi

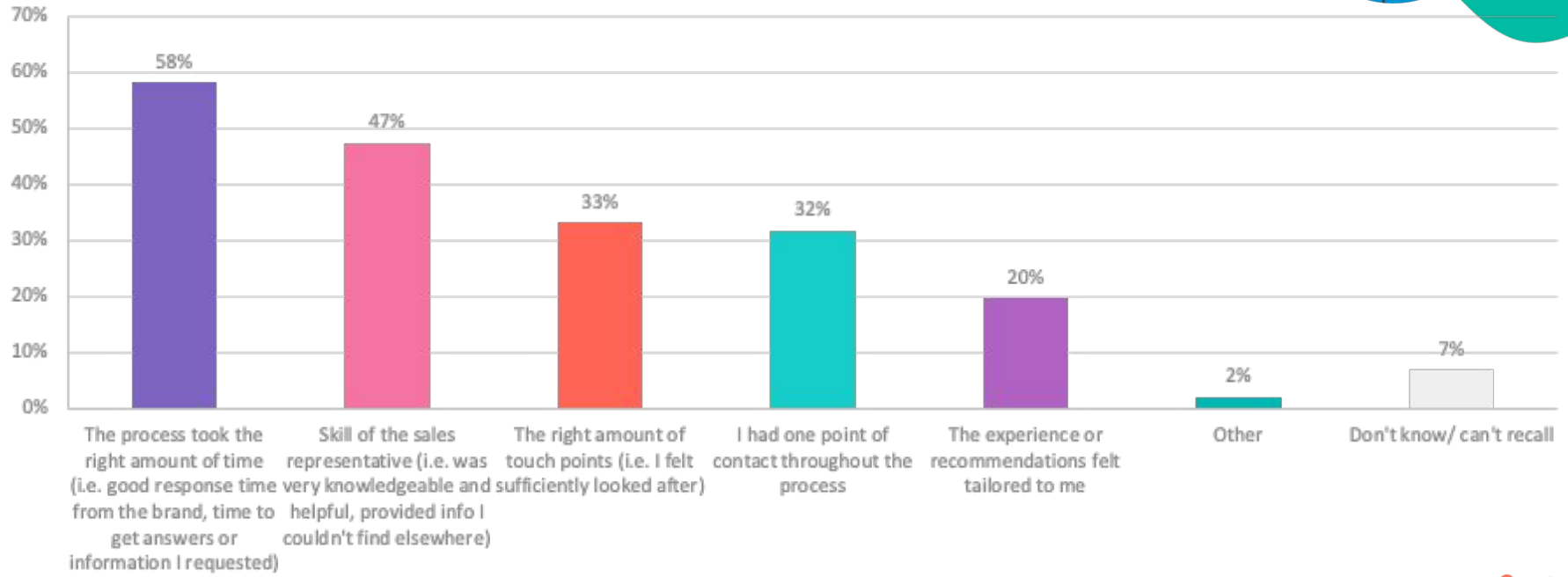




Reasons for receiving a *negative* experience



Reasons for receiving a *positive* experience



Discussion

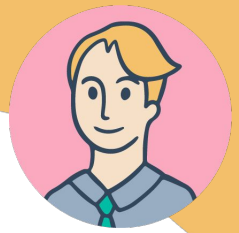
Overcoming the Customer Experience Disconnect

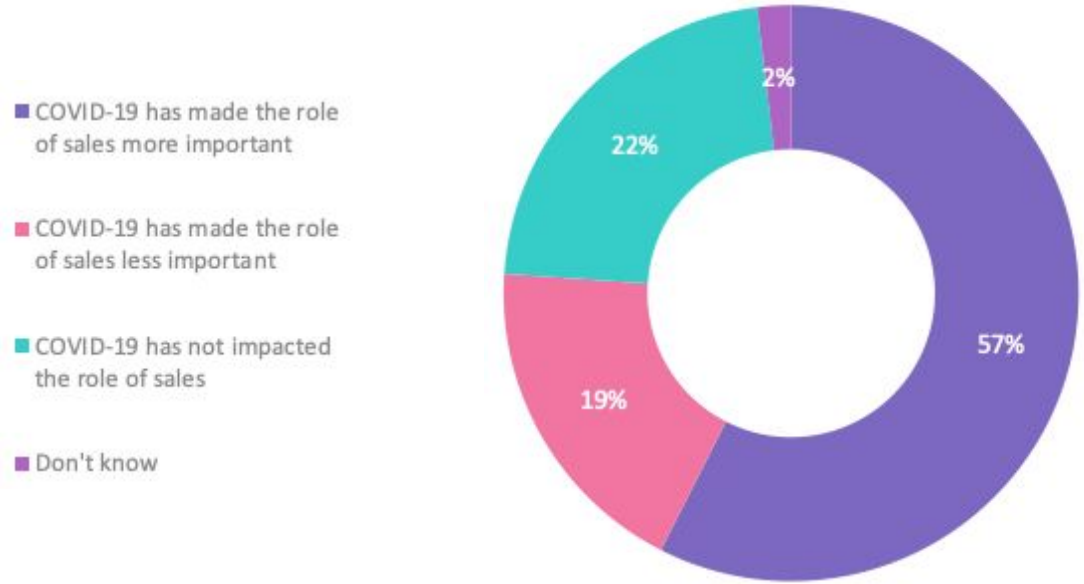
- Is a “good” experience good enough for today’s consumer?
- What are some of the ways sales teams can add value during the process?
- How can sales teams ensure they are following up in a timely manner and ensure the process is as efficient as possible?
- Understanding customer needs came up a lot. How can sales team ensure they have this knowledge and why is it so important in the first place?

COVID's Impact on the Role of Sales & the Customer Experience

The Impact of COVID

In your opinion, what impact has COVID-19 had on the role of sales?

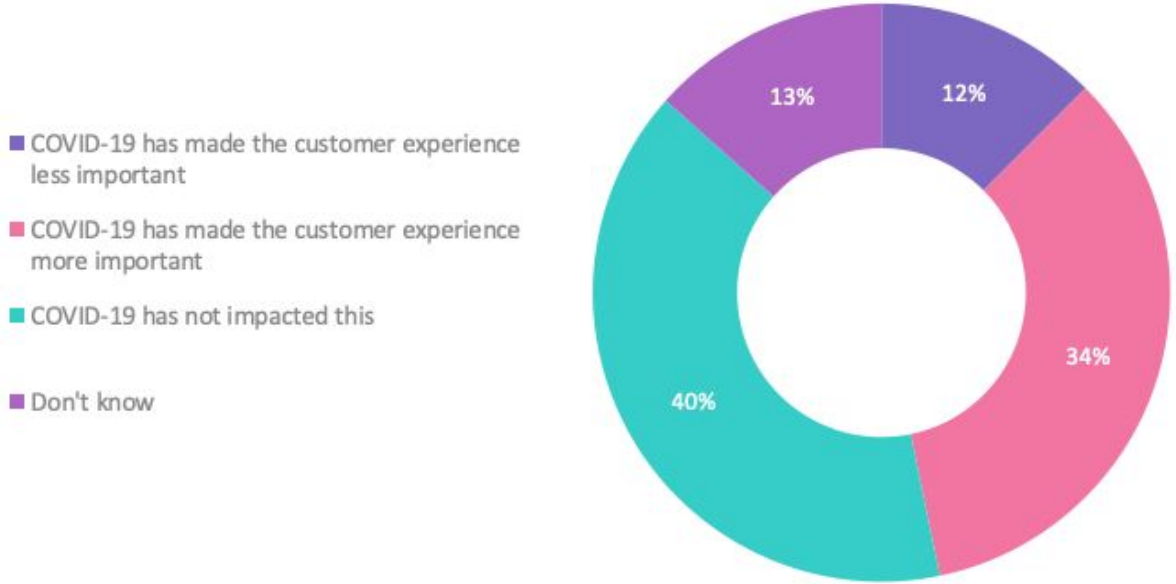




57% recognise that COVID has made the role of sales more important

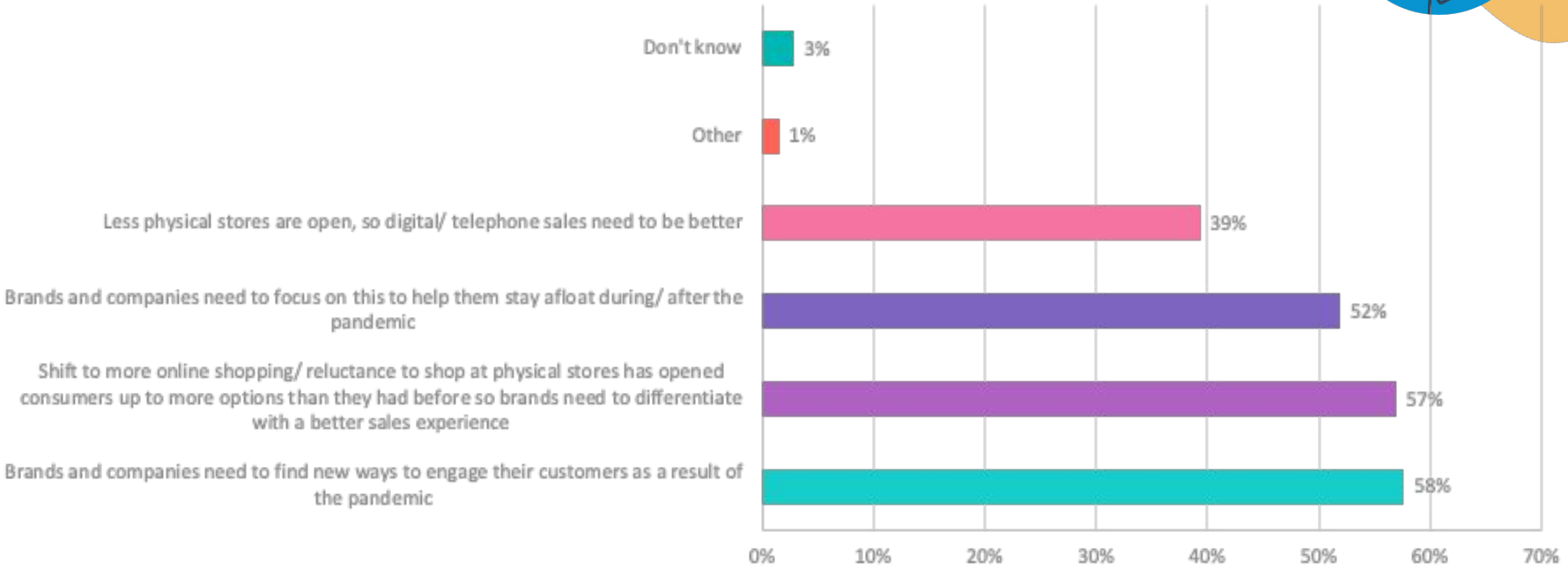
The Impact of COVID

In your opinion, what impact has COVID-19 had on the customer experience?

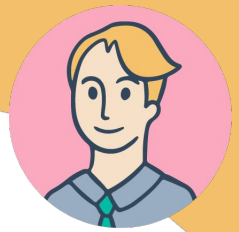


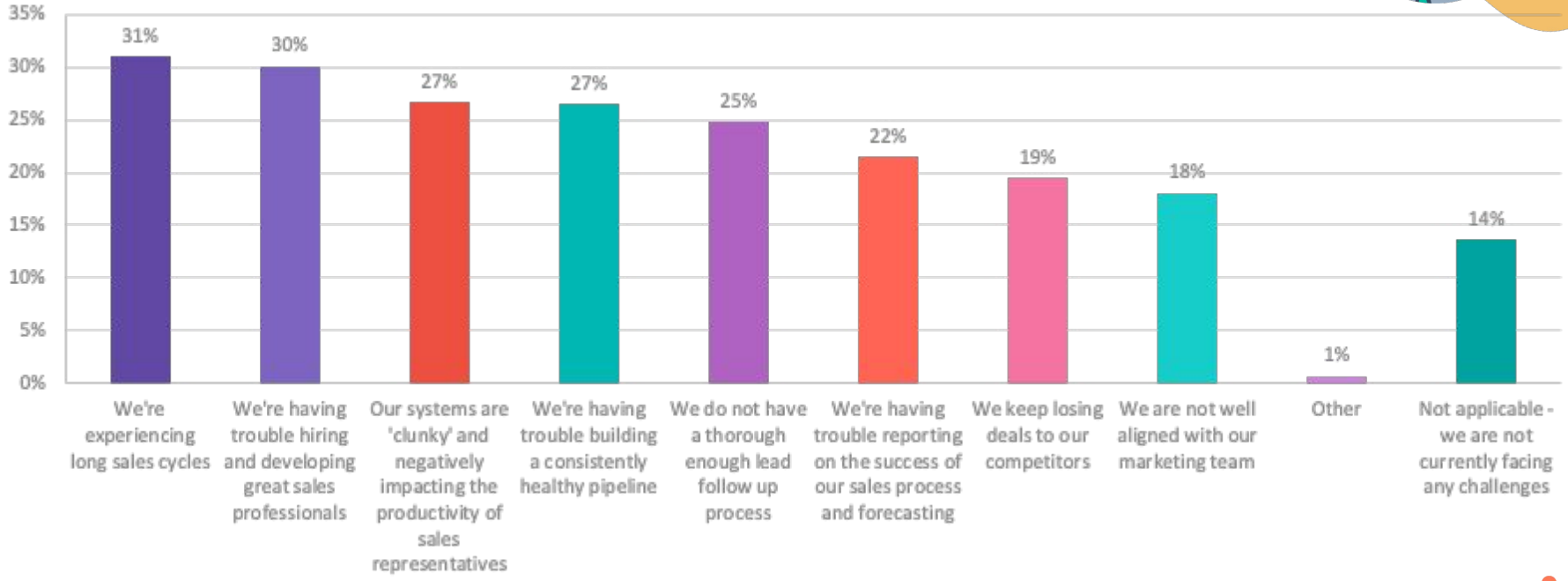
34% believe that COVID has not impacted the customer experience

Why COVID has made customer experience more important



Challenges Facing Sales Teams





Discussion

COVID's Impact on Sales and the Future of the Sales Role

- From your experience, what has the impact of COVID been in your sales organisation? Have you had to adapt and do you feel these changes will remain?

- Speaking to the challenges quoted by sales:
  - What advice do you have for building high performing sales teams?
  - Do you have any tips for avoiding 'clunky' systems
  - How can sales teams think about creating a healthy pipeline, particualrly during this pandemic?

Questions?

Up Next: Introducing an Enterprise Grade CRM

Thursday 8th October, 12:00 PM (AEDT)

Reena Chadha

HubSpot

Reena Chadha

FUTURITY INVESTMENT GROUP

Missy Anderson

Hungry Hungry

Thank you