Technologies Used in Selling

Conferencing, Multimedia, Screencasting, Social Media, and More

This chapter covers a broad range of technology and our recommended approaches underpinning today’s best sales methods. Technology has enabled increasingly rich sales content delivery for creative and engaging interactions with your customers and prospects. Ignoring this wealth of opportunity to drive interesting discussions and new leads is now a risk. Even if you are not getting up to speed with these technologies, we can guarantee your competitors will be, so don’t get left behind. The technologies we discuss in this chapter also provide more flexibility than ever before and are brilliantly suited for working in an increasingly globalized business world. Imagine being able to instantly call in the help of an expert based in China while you work from your home in Boston and your client is in her office in New York. We explore a number of tools you can use to enhance your sales process, cover more ground than ever before, and ultimately win more business.
A Confused Mind Always Says No

When faced with the variety of sales-assisting technology now available, salespeople usually respond in one of two ways:

- “Aaarrrgghhh!”
- “Wow! Now, how do I pick which one to use from these 20 options?”

These are normal reactions to the boundless choices that the age of technology has created. Whereas ten years ago we would have had a few options on types of technology, we now have an incredible array that only the truly devoted techie can keep up with. As a result, many of us specialize in what we enjoy the most or where we are most familiar—sometimes to our own detriment.

As you’ll see in this chapter, the use of technology in selling can help you:

- Improve how you sell, resulting in shorter sales cycles, larger deals, or closing more opportunities.
- Find opportunities more easily.
- Reach more people to sell to.
- Keep up to speed with customers and key contacts.
- Avoid wasting time and give you more time to sell or enjoy life.
- Provide better customer service.
- Qualify and nurture leads.
- Keep customers and prospects abreast of your product and service offerings.
- Differentiate you as a better salesperson than others.
- Give you an advantage of faster and better quality responses.