

# 5 Tips for Sellers to Channel Their Inner “Digital” Warrior



Field Sales Teams have been described as Road Warriors. They travel frequently and use strong relationship-building skills to engage buyers in person. That is changing, though. Road Warriors are having to become Digital Warriors, and learn new skills for selling virtually. Read about five strengths of successful Road Warriors and how to adapt them to be equally successful Digital Warriors.

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### Road Warriors

#### **Make new connections in person**

Road Warriors often meet prospects at conferences, trade shows, partner events, and other in-person events. Many of these activities are now moving online, creating an entirely new environment which poses new challenges.

### Digital Warriors

#### **Make new connections virtually**

Digital Warriors have to work harder to make connections at events like virtual conferences and trade shows.

To start, join forums if the event offers them, and participate. For sessions and virtual booths, try to be a presenter which will give you more visibility with prospects. Work with your marketing team to gamify virtual events to increase turnout. Include interactive elements to keep participants really engaged, and focus on gathering information from them such as questions (“What are your top three needs?”) that reveal their pain points and needs.

Unlike your in-person conversations, these virtual interactions give you a reason to follow up with participants and share specific content to address their questions, opening the door to further interactions.

## Road Warriors

### **Deepen relationships through social and casual activities**

Road Warriors tend to meet with clients over dinner, lunch, or drinks in addition to on-site, official meetings. Normally, this is a key way sales deepens relationships with prospects, which is critical for large deals that are often with their long sales cycles.

Sellers get to know their clients well and gain trust through these extended social contacts.

## Digital Warriors

### **Deepen relationships through virtual events and online sites**

Digital Warriors use web meetings to connect. Key to success: both parties have their webcams on. And don't let meetings turn into slideware sessions. Make sure there's plenty of eye contact on camera. Otherwise, it is too easy for clients to multi-task and only half engage.

If possible, also connect with clients through sites like LinkedIn or through chat tools. LinkedIn, for instance, is a great place to connect with buyers and share ideas and content, opening the door to more real-time, informal interactions.

## Road Warriors

### **Gauge the temperature from body language**

Road Warriors excel at reading body language and facial expressions. During in-person meetings, especially at the client site, they gauge the temperature of the client and stakeholders through their personal interactions. It provides insight into how close the customer is to signing off and where there's hesitation. Those soft skills are harder to leverage in our virtual world.

## Digital Warriors

### **Use data to gauge the temperature**

Obviously, Digital Warriors still use their soft skills through the webcam and gauge customer reactions. But Digital Warriors supplement that information with data from their clients' online interactions.

For example, Digital Warriors check data to see when customers are consuming more content, indicating increased interest and possibly an accelerated timeline. They can even see what specific content customers are opening and, more importantly, what they are actually reading or watching. This reveals the specific areas of concern to customers, as well as how deeply the buyer is digging into your product and where they may have questions.

## Road Warriors

### **Expand connections to influencers and stakeholders**

Making a big sale is usually a long process that requires meeting and convincing many different stakeholders and influencers in the organization. Often, Road Warriors are introduced to these other critical decision makers in the course of their on-site meetings with the sponsor client.

Obviously, those serendipitous encounters aren't happening any longer.

## Digital Warriors

### **Expand connections through content**

Digital Warriors have to work harder to make those extended connections, paying close attention to the mention of other team members for instance, and explicitly asking to be connected.

Content is now key to opening the door with these new contacts. Showing thought leadership is important to building trust and demonstrating your company's ability to innovate.

Digital Warriors address the challenge by sending relevant introductory content and then asking for a follow-up meeting to discuss it and answer questions. This creates a virtuous cycle of sending more content and creating additional follow-up meetings. Bit by bit, Digital Warriors make inroads and expand their contacts in the organization using content and online meetings.

## Road Warriors

### **Demonstrate personal commitment**

By being on site in the buyer's environment, Road Warriors gain a deep understanding of a buyer's needs and challenges, and tailor the conversation and product positioning to that specific customer. This personal attention and the customer-specific responses is really key to how Road Warriors sell successfully. They repeatedly demonstrate both understanding and concern about the buyer and his or her business—building the trust that is critical to making a sale.

## Digital Warriors

### **Personalize the information you send**

Obviously, Digital Warriors leverage their people skills, too, ensuring emails, online meetings, and phone conversations are specific and personal. But they go further by personalizing presentations and the content they send. Not just with a customer or company name, but by selecting the right, relevant content to send. By reviewing engagement data, Digital Warriors can see what types of content resonate with specific buyers, then select and send that subset of highly-relevant materials or create customized presentations with just the right information.

When you have to rely more on content to maintain connections, it's important that the content not feel generic, but instead specific to this buyer's journey.

# About Seismic

Seismic is the industry-leading marketing and sales enablement solution, aligning go-to-market teams while empowering them to deliver engaging buyer experiences that drive growth. Seismic's Storytelling Platform™ delivers innovative capabilities for marketers to orchestrate content delivery across all channels, and for sellers to engage with prospective buyers in a compelling, resonant manner at every step of the buyer journey. More than 600 enterprises including IBM, American Express, and Quest Diagnostics have made Seismic their sales enablement platform of choice. The Seismic Storytelling Platform™ is integrated with business-critical platforms including Microsoft, Salesforce, Google and Adobe. Seismic is headquartered in San Diego, with offices across North America, Europe, and Australia. To see how Seismic is being used by companies in your industry, visit [seismic.com](https://www.seismic.com).

[Download our eBook](#) to learn more about how to reinvent your sales teams by shifting from road warriors to digital warriors.

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