

# Deconstructing the Digital Warrior's Sales Toolkit

The era of the Road Warrior may be over. Most outside sales teams are stranded, unable to travel as they have been accustomed to doing. That means losing many of the customer insights and relationship-building opportunities that come with in-person meetings. To make up for that deficit, Road Warriors are using content, data, and their people skills to build out their Digital Warrior Sales Toolkit.



## Content

**Content is the new conversation starter.** Digital Warriors send content to clients and prospects and then set up conversations to discuss and get feedback. Best practices for content sharing:

- Personalize the content—one size doesn't fit
- Tell a consistent story across all digital channels
- Send content that is proven to engage your target buyer
- Create a feedback loop with content creators and those using content, to continuously improve assets



## Data

**Data is how you gauge the prospect's temperature.** Digital warriors use data about how buyers engage with content to understand their concerns, level of interest, and who's involved in the sale. Content can tell you:

- What topics the prospects care about
- Where the prospect is in the customer journey
- What messages are resonating with each persona
- How interested the prospect is in your offering



## People Skills

**People skills are as important as ever.** It's just that, now, they are leveraged over the phone or the webcam. Digital Warriors are learning how to conduct effective online meetings and "read" buyers. Tips:

- Request that online meetings be "camera on"
- Don't let meetings devolve into slideware
- Make meetings conversational by asking questions and listening
- Try whiteboard or annotation features for brainstorming



Download our eBook to learn more about how to reinvent your sales teams by shifting from road warriors to digital warriors.