

WEBINAR ON

SCALING SALES READINESS

JAN 28, 2021 7 - 8 PM SGT | 4.30 - 5.30 PM IST | 12 - 1 PM CET



Mary Shea
PhD, Principal Analyst



Sumeet Wadhwa
Global EV & Growth Unit
Director



Harley Young
Head of Partner
Solutions Architecture



Kushal Bhomick
Chief Revenue Officer

FORRESTER®



Hosted by
 **Streamz^{AI}**



S T R E A M Z . A I

AI-powered
Sales Readiness Platform
For Enterprises

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Agenda

- Introductions

Quick Advertorial on StreamzAI

5 mins

- Scaling Sales Readiness

Mary Shea PhD. Principal Analyst Forrester

25 mins

- RoundTable Presentation , Discussion & QA

30 mins

How did Castrol scale Sales Readiness?

Sumeet Wadhwa, Global EV & Growth Unit Director, bp

How to address challenges faced in scaling Sales readiness?

Harley Young , Head of Partner Solutions Architecture

How can companies measure sales readiness?

Kushal Bhomick ,CRO StreamzAI

About Streamz



HQ Singapore, 2015
Engg. & Ops., Bangalore



Trusted by Tier
1 Brands



200K+ users
74+ countries, 31 languages



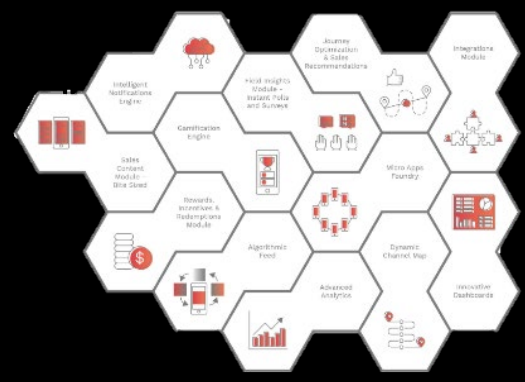
Scalable, Secure,
Highly Available



35+ high-calibre
experienced team



Expert Advisory
Board



Unified, Modular, Robust
GDPR-compliant



We have re-imagined Sales Readiness

Continuous Measurement. Continuous Improvement.

Knowledge *Checks*

Autonomous Gamified Quizzes for Measuring Sales Readiness



Smart *Rewards*

Easily Reward Sales Reps for Gaining Mastery



Intelligent *Nudges*

AI Framework. Higher Completion Rates & Engagement



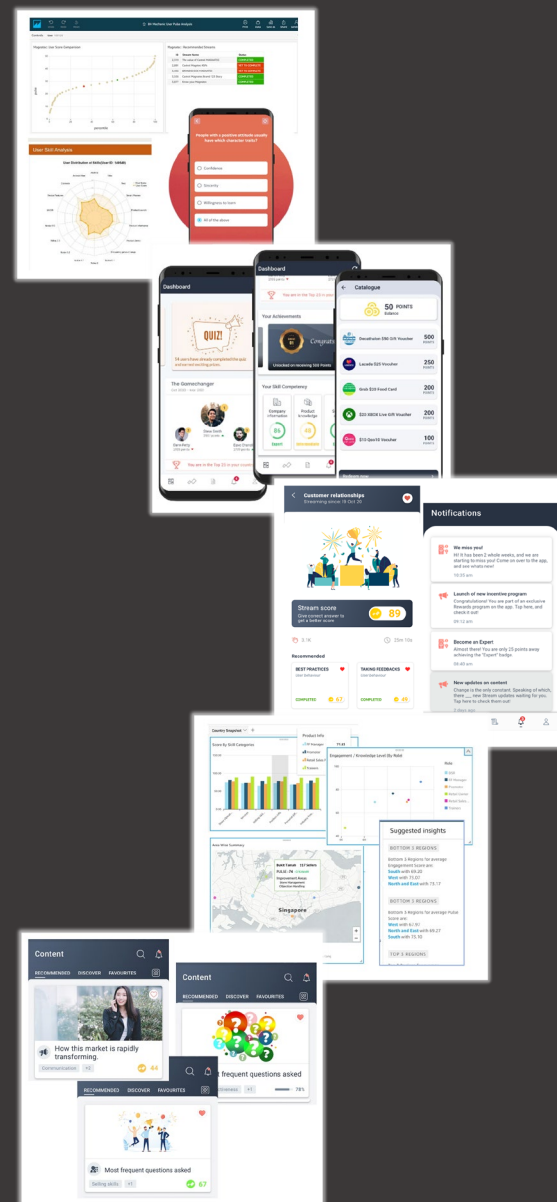
Advanced *Metrics*

Metrics and Insights (PULSE), Knowledge erosion



Recommended *Streams*

Faster, Impactful, Mobile Content for Sales



↑ Conversion Rates
↑ Share of wallet
↑ Revenue

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Intelligent Nudges

AI Engagement Framework. Higher Completion Rates and Engagement



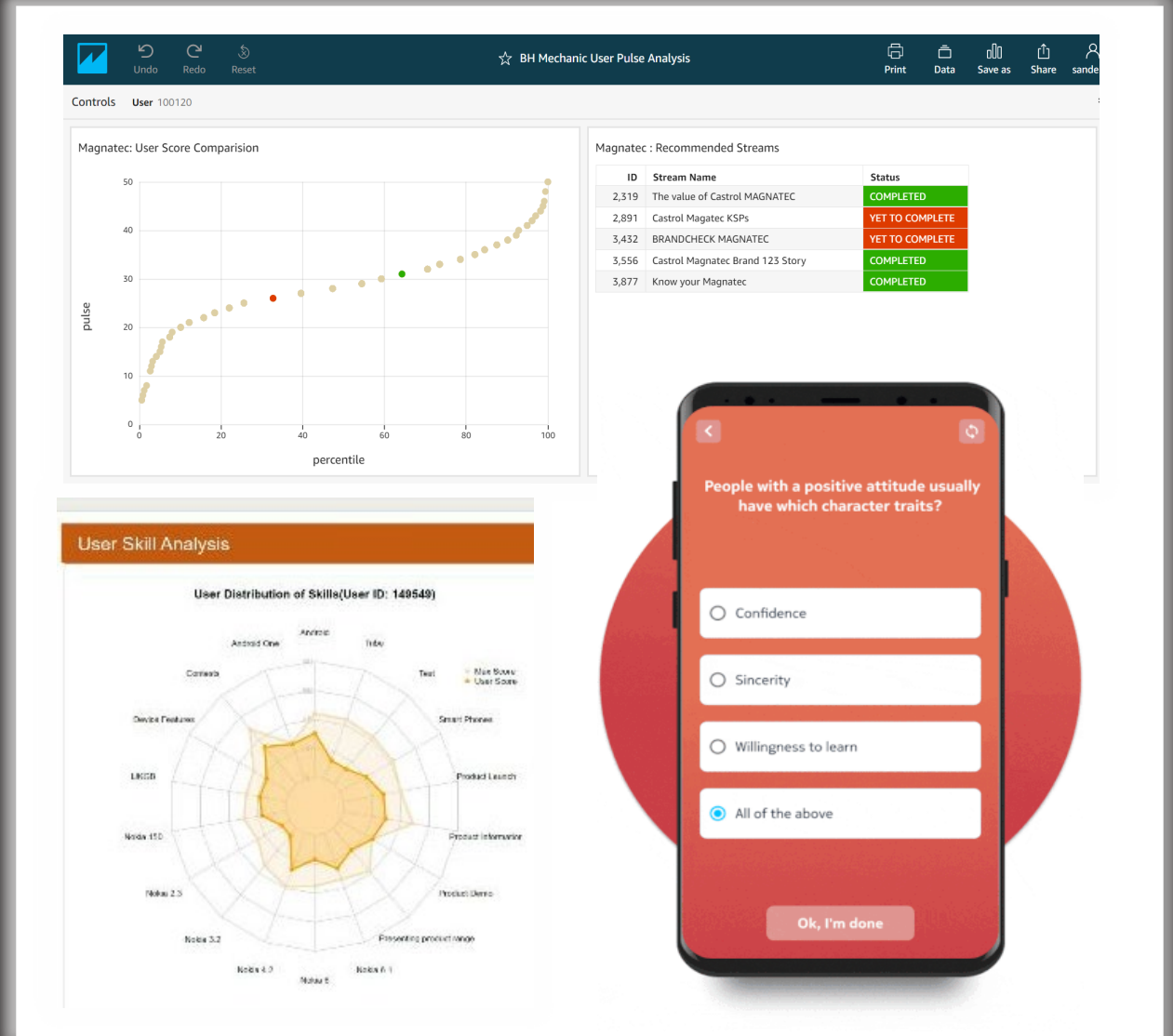
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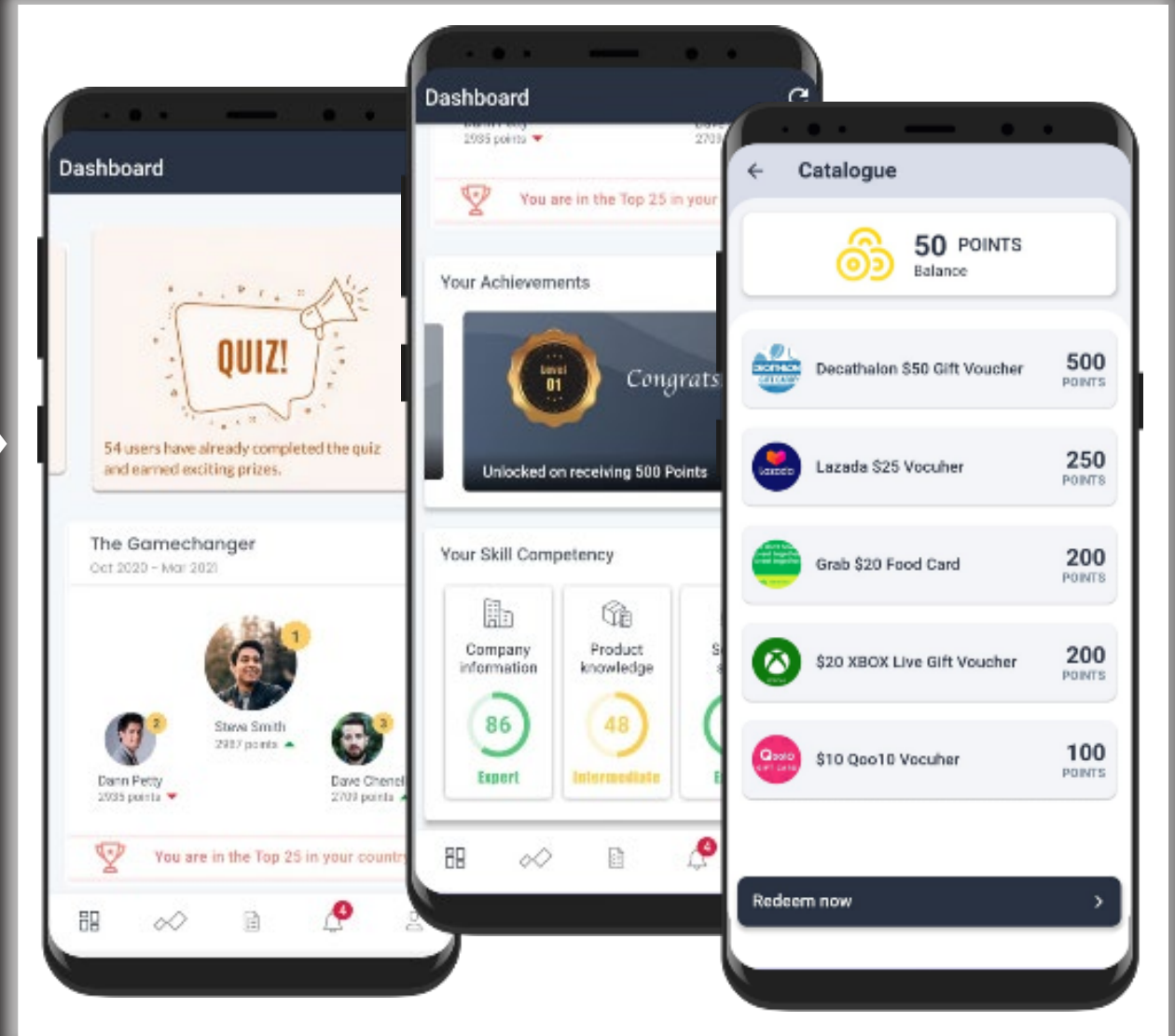
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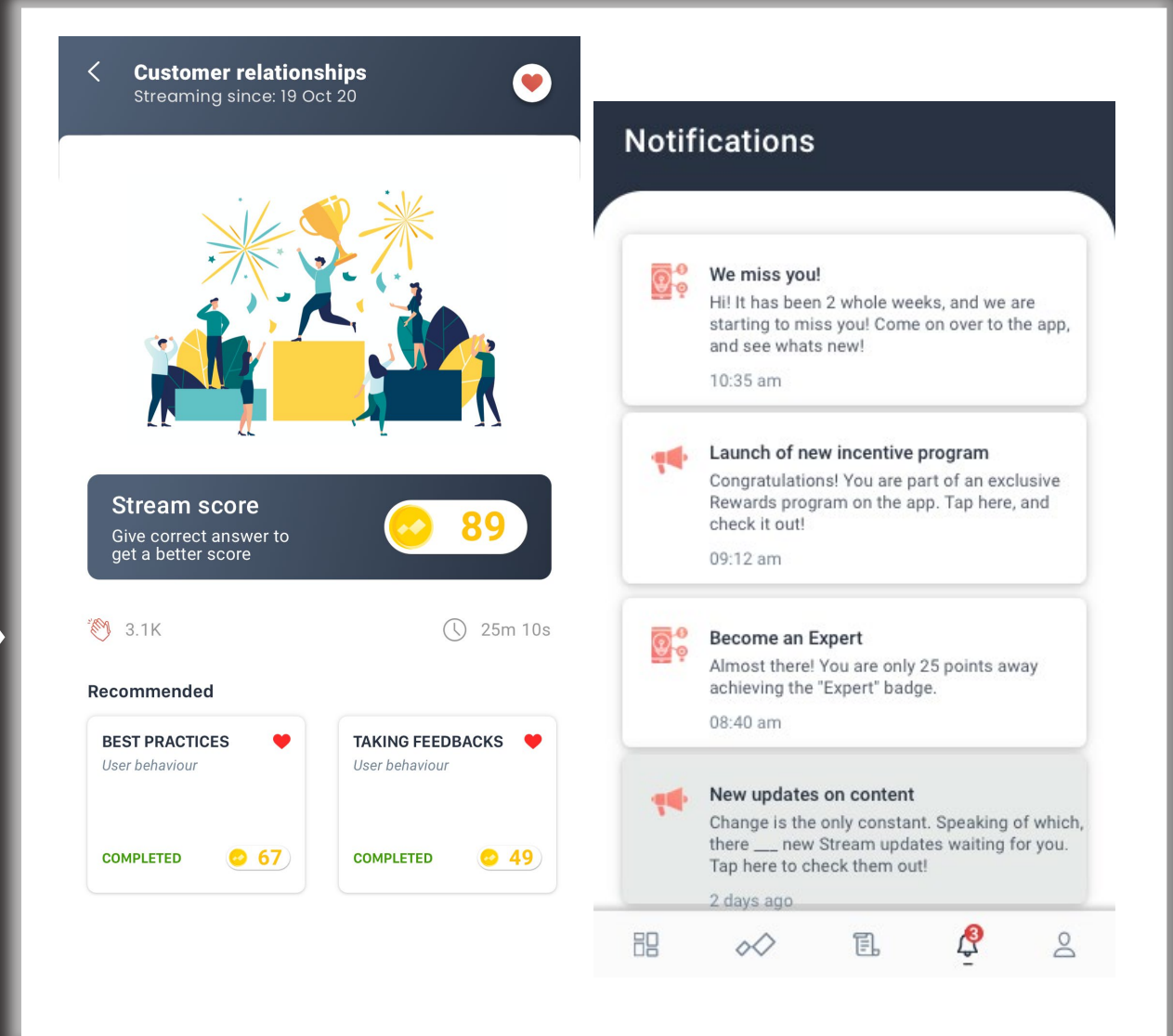
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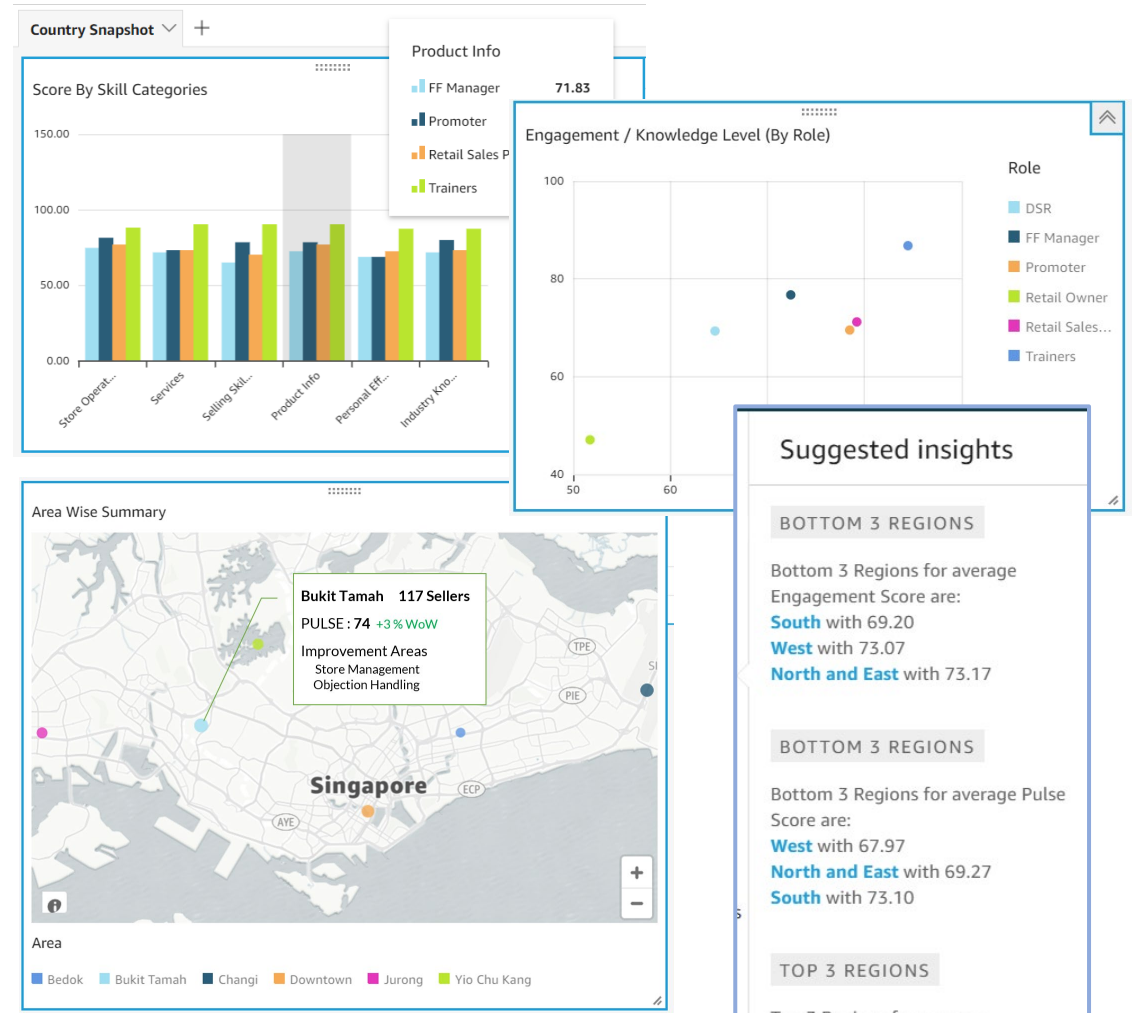
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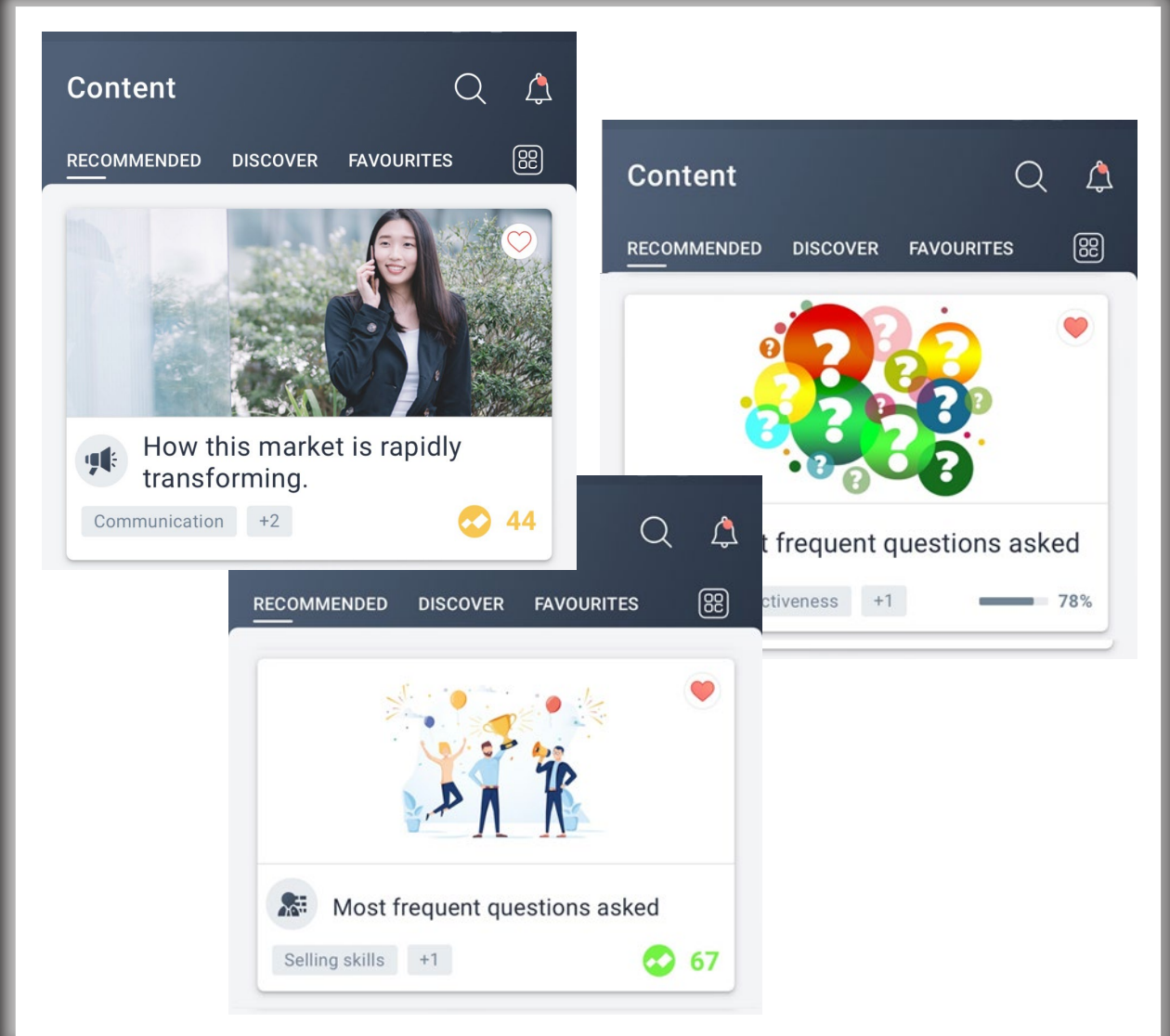
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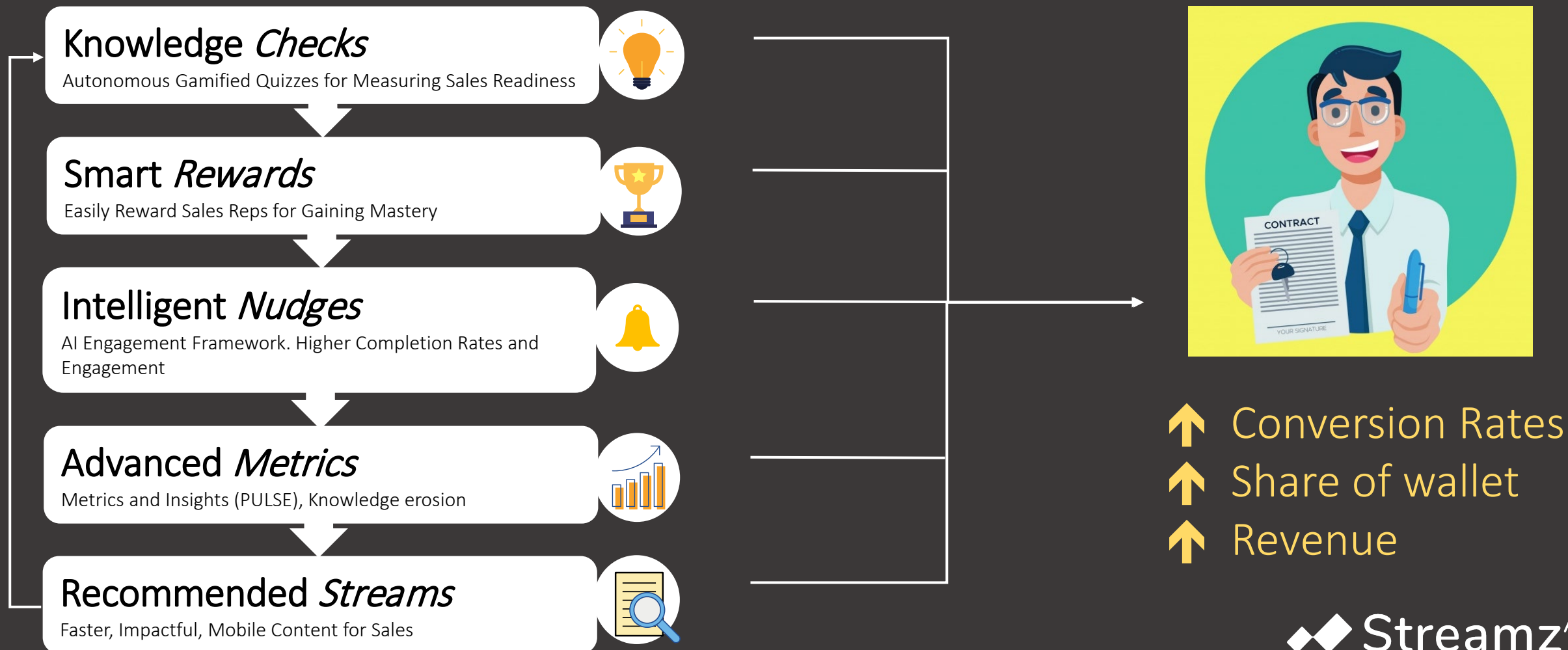
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Continuous Measurement. Continuous Improvement.



Scaling Sales Readiness To Meet Modern Buyer Requirements

Mary Shea, PhD


Principal Analyst, Forrester Research

January 2021



2021 B2B Trends

B2B Selling And Buying Has Changed Forever

 **Leah Arnold** • 1st
Helping leaders transform customer & employee experiences
Leah Arnold

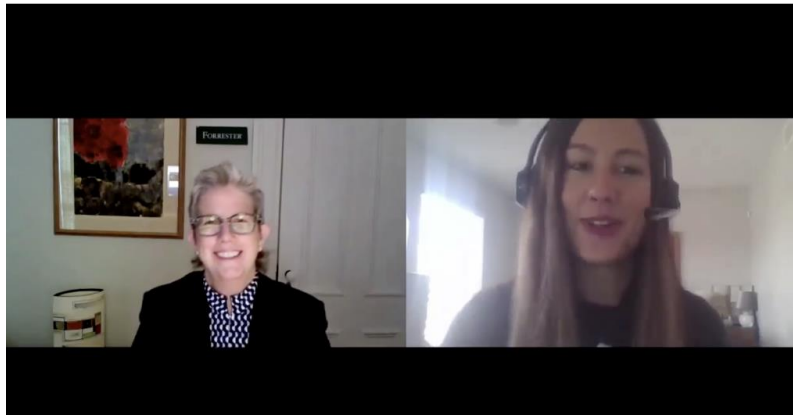
We're back!! After some needed time off, we are back with another [#VirtualCoffee](#) [#LeahrningTogether](#) ! This time, I met with the one and only [Mary Shea, PhD](#) who leads research for B2B sales and marketing leaders.

Mary discussed her observations from the social/physically distant world we are living in, and how we are having deeper and more meaningful connections as buyers & sellers.

We also get a sneak into her 2021 Predictions research, and other research she is conducting including Women in Sales (can't wait for that)! Additionally, if you would like to participate in her upcoming research and qualify, there is a link to a survey you can take in the comments.

You don't want to miss this one!

[#b2bsales](#) [#b2bbuyer](#) [#salesenablement](#) [#predictions2021](#) [#forrester](#)



Hi Ron!



WFH Extends As Hybrid Models Emerge



53% of workers who are currently remote hope they will be able to continue to WFH more often even after the crisis is over.



40% of companies plan to fundamentally change their approach to sales organizational structures as a result of COVID-19 and changing buyer preferences.



Forrester predicts that remote work will stay at **300%** of pre-COVID levels. Most firms will employ a hybrid work model, with fewer people in the office and more full-time remote employees.

Source: Base=82 sales professionals, Forrester's Q2 2020 B2B Channel and Sales Survey; Base=338 individuals, Forrester's Q2 2020 US PandemicEX Survey 2; ForresterNow Story "Predictions 2021: Employee Experience"

Environmental Change Is Real



**Information
Ubiquity**



**Millennial
Decision-makers**



**Consumer
Experiences**



**Covid-19
Pandemic**

Changing Buyer Behavior Creates Risk



**Longer
decisions**



**Bigger buying
teams**



**Decreasing
engagement**



**Increasing
churn**

Pre-COVID Seller Challenges

What were the top three challenges your sellers faced regarding buyer/customer engagement at the end of 2019 pre-COVID-19?

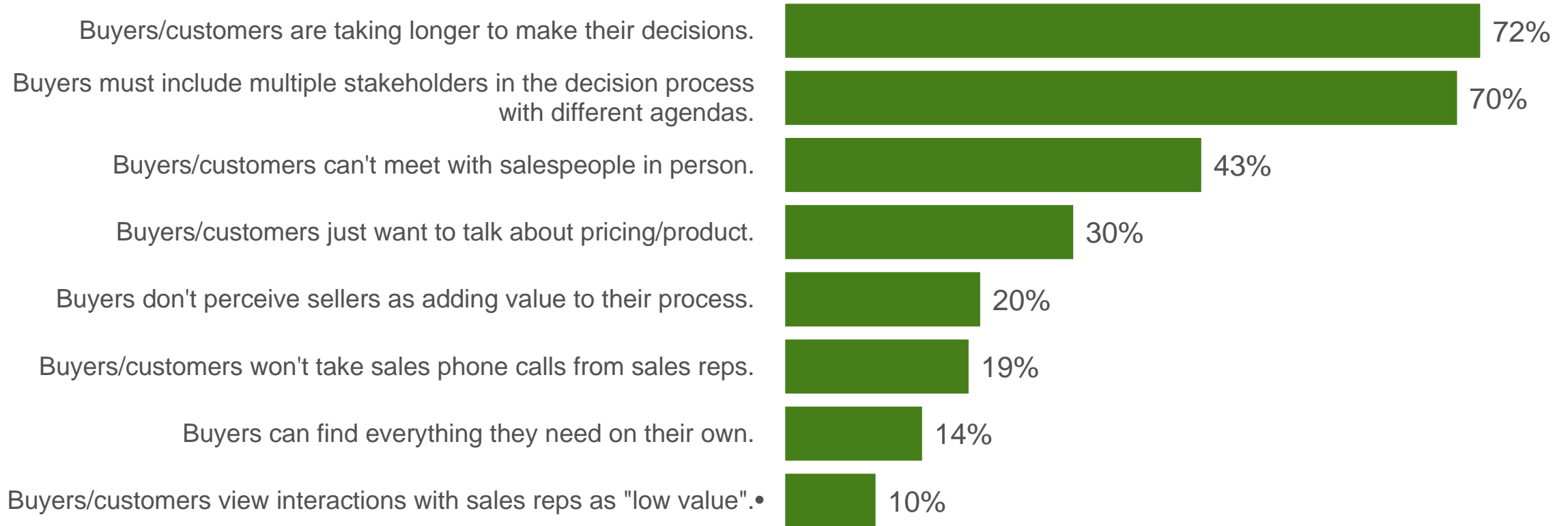


Base: 228 responses from sales professionals

Source: Forrester's Q2 2020 B2B Channel and Sales Survey

Post-COVID Seller Challenges

What are the top three challenges your sellers face regarding buyer/customer engagement in 2020 post-COVID-19?



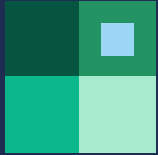
Base: 83 responses from sales professionals

Note: Multiple responses accepted

Source: Forrester's Q2 2020 B2B Channel and Sales Survey

Sellers Must Adapt And Refine Their Skills





Strategy:
MAINTAIN

Maturity

↑ **High**

Business Value

↑ **High**

Life-Cycle Cost

\$\$\$

Sales readiness (SR)

Definition

SR solutions help sales enablement teams boost seller skills through video-based role-play, coaching, and microlearning tasks. These solutions increase seller effectiveness, foster healthy sales cultures, and improve brand and message consistency.

Maturity Rationale

Sixty-five percent of our report's survey respondents have, or intend to, put this foundational sales enablement tool in place. SR solutions are increasingly necessary because companies must onboard, develop, and upskill sellers in remote environments.

Business Value Rationale

Forty-six percent of respondents said the value their organization received from SR solutions was high or very high. As the option for in-person training diminishes in 2021 and beyond, SR tools will be essential for most organizations.

Its Time To Embrace The New Landscape

- In a digital and remote selling environment, sellers need to be hired, on-boarded, developed and ready for every interaction.
- Bring sellers into the evaluation process.
- Start with pilots and apply learnings to extended rollout
- Arm all revenue team members with readiness tools
- Gain insights from data linked to CRM

Q+A

Thank You.



Mary Shea, PhD

Principal Analyst, Forrester Research

mshea@forrester.com

Twitter: @sheaforr

LinkedIn: <https://www.linkedin.com/in/maryshea/>

BOLD
AT
WORK



SCALING MECHANIC READINESS

SUMEET WADHWA

Global EV & Growth Unit Director



INTRODUCTION TO CASTROL



CAR ENGINE OIL & FLUIDS



MOTORCYCLE OIL & FLUIDS



COMMERCIAL VEHICLE OIL & FLUIDS



AUTO REPAIR WORKSHOP



INDUSTRIAL



TECHNOLOGY & INNOVATION



COMPLEX SALES CHANNEL – AUTO REPAIR



Distributor Sales Rep



Mechanic



Consumer

Challenges

- Transactional relationship with the brand
- Face of the brand, but weakest link in value chain
- Information gaps and limited retention from traditional training



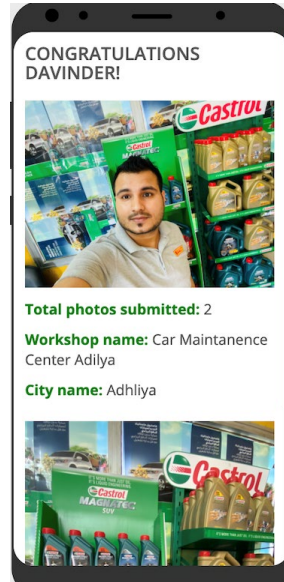
VISION



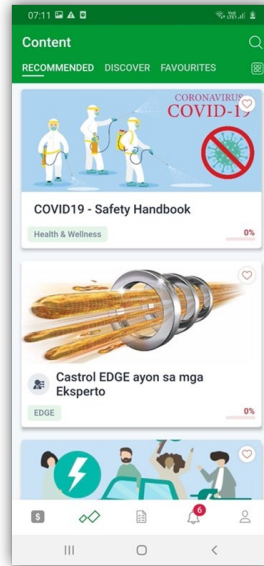
To create a community of future-ready
brand advocates in auto-repair
workshops globally



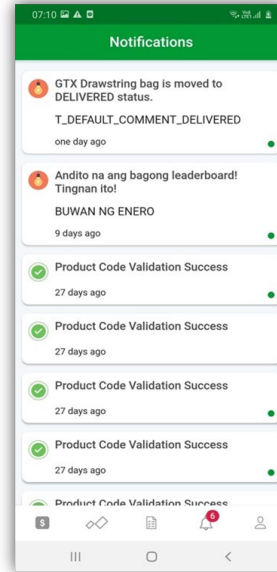
Transform the Brand Advocacy Journey



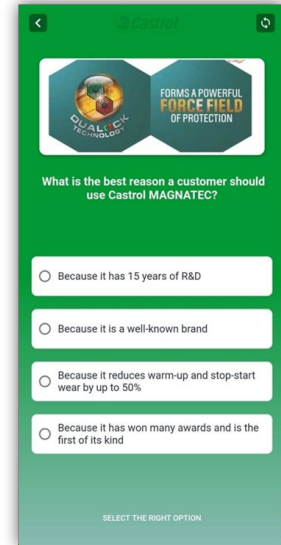
**Build a
Community**



**Attain
Mastery**



**Engage
Everyday**



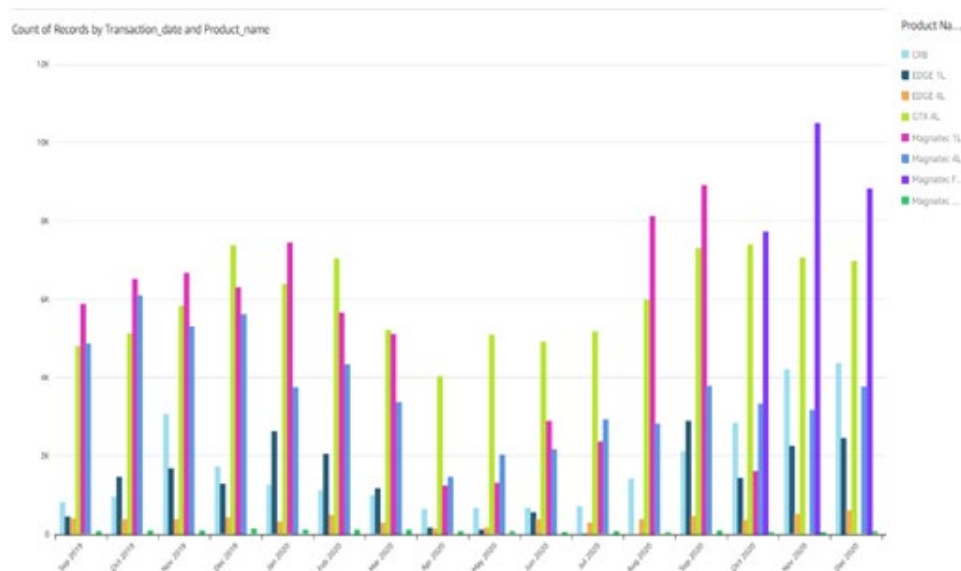
**Reward
the right
behaviors**



IMPACT



Middle East & KSA: Bite-sized COVID response toolkit from Apr'20



201,157

Total product scans from
37,099 scans in Q1

5x
Increased
premiumization

90%
Promoters of Castrol in
NPS





A mechanism for **MORE**

Using closed loops to build for scale

Harley Young

Head of Partner Solution Architecture, ASEAN



Innovation **at** Amazon

$$f(\text{innovation}) = (\text{org} * \text{arch}) \quad (\text{mechanisms} * \text{culture})$$



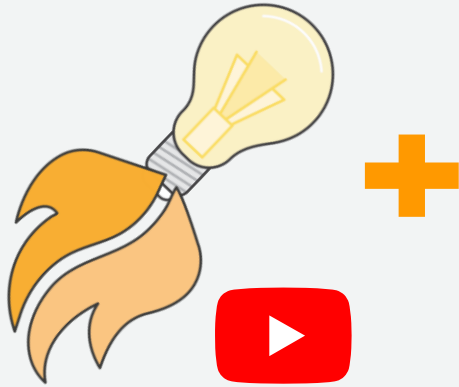
$$f(\text{innovation}) = (\text{org} * \text{arch}) \boxed{(\text{mechanisms} * \text{culture})}$$



A mechanism is a complete process.



Your **GO DO** List



=



Lean Enterprise
re:Invent

ha.rley.org/connect

**THANK
YOU**

Measuring Sales Readiness Programs

Kushal Bhomick

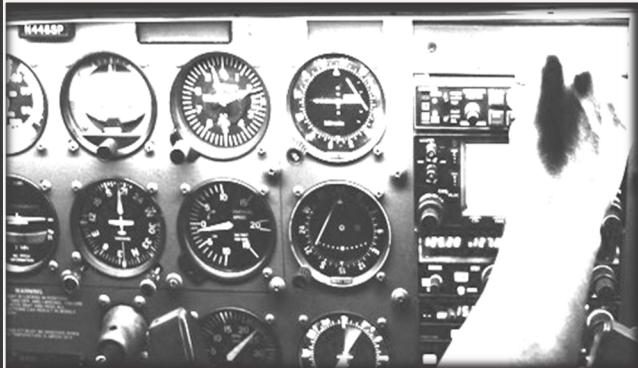
Adopt an Investor Mindset

- Data shows when companies make significant investments in sales readiness, they outperform their competition
 - Do you know for sure?
- Testing real-world sales outcomes is crucial
- Use an investor's mind-set toward readiness programs and resources



Photo by [SpaceX](#) on [Unsplash](#)

Readiness programs generate greater value when they reflect key sales performance metrics



Build an Indicator

1



Establish a framework for
continuous measurement

2

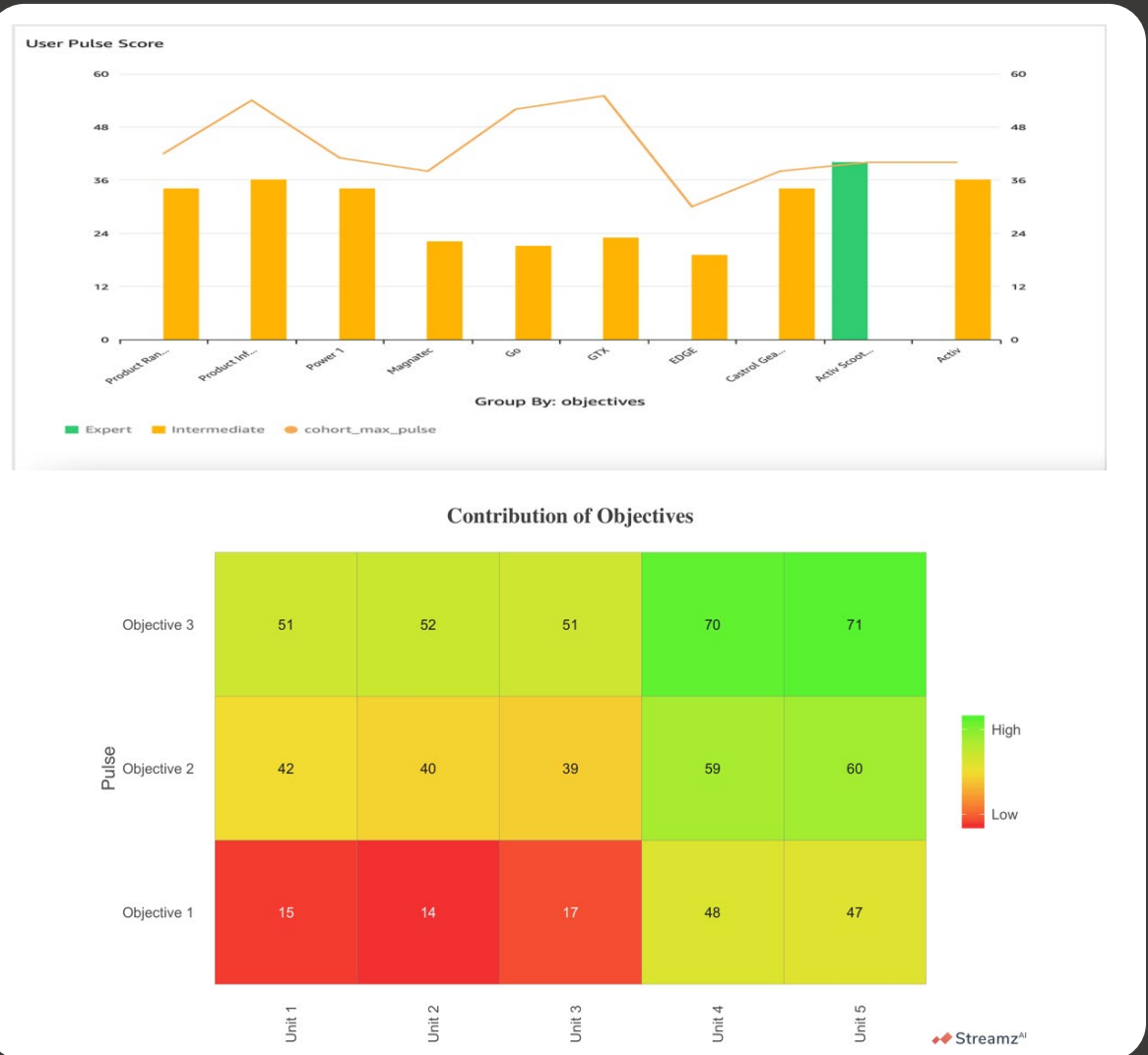


Review and revise input /
output relationship -
frequently

3

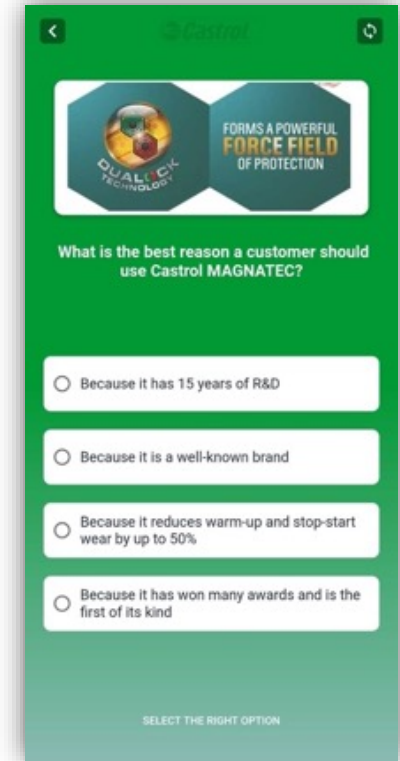
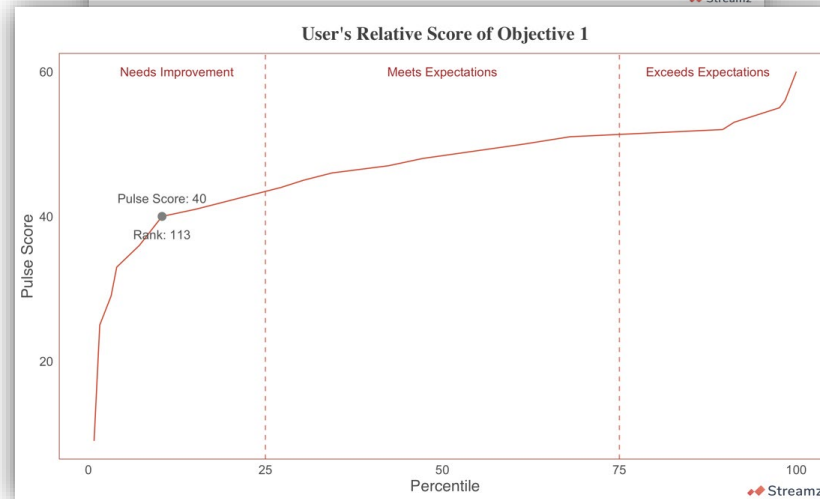
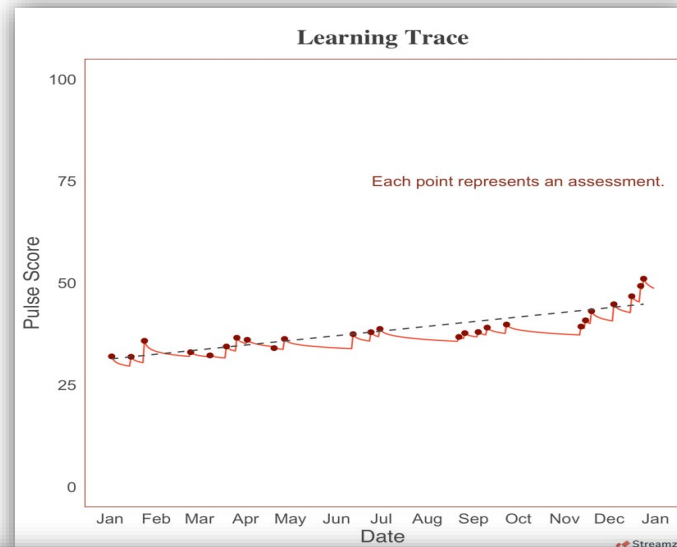
1: Design a Sales Readiness Indicator

- A single indicator for measurement
 - PULSE
 - Objectives (e.g., Product, Skills)
 - Way to measure (Algorithm)
 - Simple Approach or,
 - Customized (time-based knowledge decay, etc.)
 - Entities (User, Role, Business Unit)

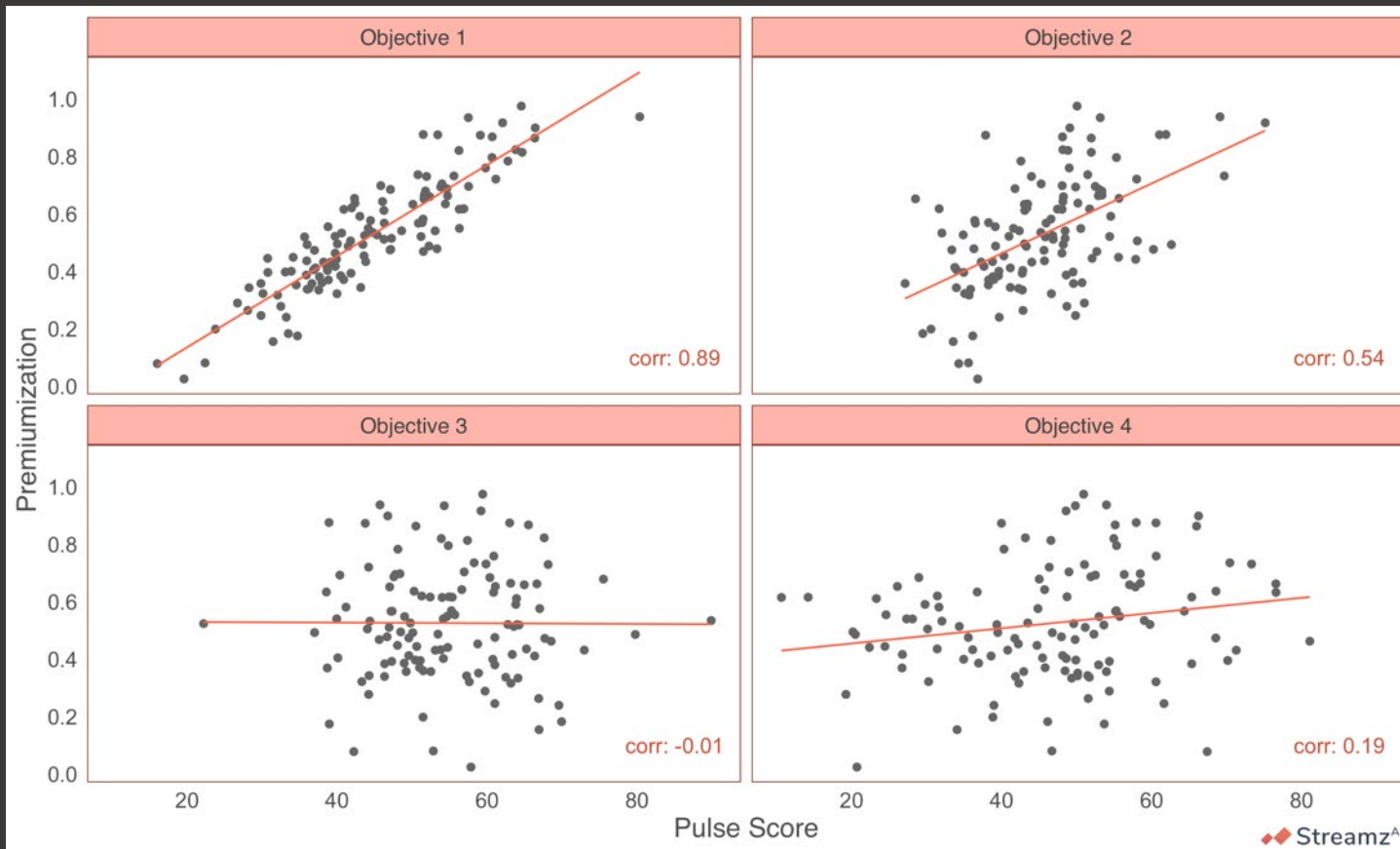


2: Track Programmatically, Track Continuously

- Continuously track key indicators for each Rep
 - Measurement Framework
 - Dynamic Classification
 - Automation



3: Review and Revise the Relationship between Indicator, Objectives and Sales Outcomes



Continuously map and update the relationship between objectives and performance metrics

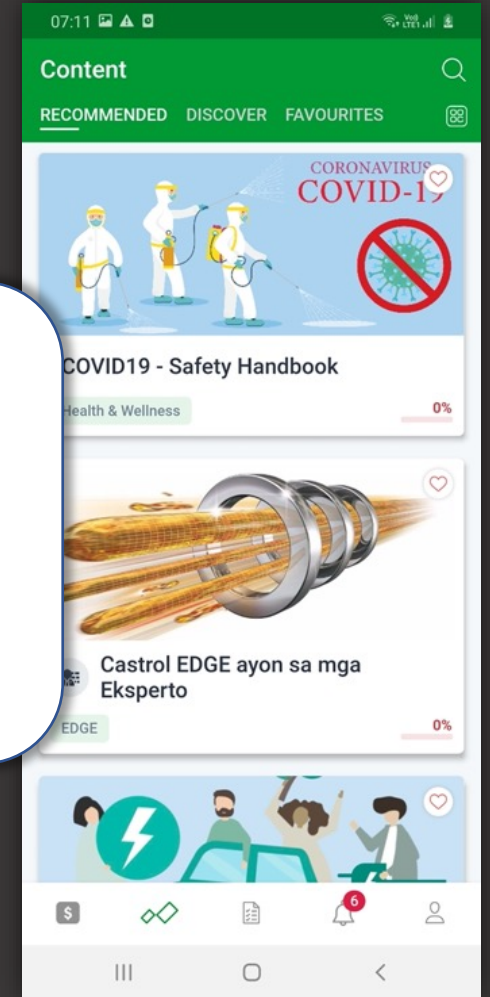
- Identify the most important skills
- Build Models
- Control influence of external or extreme internal factors

Some organizations react to change, build yours to prepare for it...

- More remote sales needs more readiness support
- Customers are demanding differentiated experiences
- Competition is more fierce
- You have less money

Scale using automation

Automated interventions,
Recommendations, Nudges,
Incentives



Thanks

Kushal@streamz.ai