PG3 Reviews Sales Trends to Look Out for in 2017

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Sales and marketing firm, PG3 reviews the leading sales trends that are expected to drive success in 2017.

PG3 is confident that when planning for the New Year it is vital to set goals early on so that a plan can be put in place for how to reach them. Therefore, PG3 has been focusing on setting their own unique goals which include working closely with new clients, attracting new top talent to their firm and expanding into new locations by the end of 2017.

About PG3: http://www.pg3london.co.uk/about/

London-based PG3 believes that for those struggling to set their own goals understanding the upcoming trends of the year can help to determine goals and actions that will need to be taken. Here, the firm reveals the upcoming sales trends that are expected to drive success in 2017:

Evolving sales roles
Today there are three roles in sales which include: the order taker, the salesperson, and the subject matter expert. The first role, order taker, is someone who simply takes orders and fulfils customer requests. A salesperson is someone who believes their job is to sell what their company offers to anyone who will buy it. However, the subject matter expert will have enough expertise that a consumer would be willing to pay for a meeting with them. PG3 feels it is important to develop all salespeople into subject matter experts.

Subject Matter Experts become the new rainmakers
Subject Matter Experts bring high credibility and high integrity but sometimes struggle in the follow through process. This is where businesses must support their subject matter experts with a team who can manage the sales process. PG3 states that businesses must implement systems to guide subject matter experts through the sales steps.

The sales process has changed for buyers
The sales process works differently for buyers; in between every step and interaction with sales teams they are performing their own research. This may bring up concerns for the buyer. “If you are not addressing these concerns and not answering the buyers’ questions then be prepared for one of your competitors to do this. This will have a huge impact on their decision-making process,” revealed PG3.

PG3 is an outsourced sales and marketing firm in London. PG3 is a trading name of AJG Direct. PG3 specialises in a personalised form of direct marketing which allows them to connect with consumers on a face-to-face basis. This one-to-one interaction with consumers helps to drive long-lasting and personal business relationships between brand and consumer. In turn, this often leads to increased customer acquisition, brand awareness and brand loyalty for their clients.

Source:

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