MANIFESTO FOR

Next Generation B2B Sales Reps

Embracing Value-Centric Selling in the Digital and AI Era

2023



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EXECUTIVE

SUMMARY

B2B sales is undergoing a significant transformation in 2023, unlike any other period in history. This paradigm shift is driven by various factors, including advancements in technology, changes in buyer behavior, and the need for sales reps to adapt to the evolving market.

Today, B2B buyers are more informed, expect a higher degree of personalization, and are looking for advisors who can add value rather than just deliver sales pitches. Exacerbating the situation is the fact that the number of decision-makers involved in purchase discussions has significantly increased and the rise of virtual and digital communication has replaced in-person meetings.

Furthermore, the great attrition has resulted in 40% of buyers and sellers changing roles. This phenomenon has necessitated sales representatives to build new relationships from scratch, especially in a virtual world, which has further complicated the sales process. Social selling has become essential for projecting subject matter expertise and building credibility in the industry. AI is a reality that needs to be embraced in the B2B sales cycle, with solutions like xiQ's personality-driven sales and marketing platform and Open AI's ChatGPT helping salespeople to communicate more effectively and personalize their outreach.

This manifesto outlines the must-have skills for next-generation sales reps to thrive in the rapidly changing B2B sales landscape. It provides a step-by-step guide that includes changing the narrative from product-centric to value-centric, adopting a discovery approach, unifying sales motions, continuous improvement, trusting the process, embracing AI, engaging in social selling, and gaining business acumen.

The manifesto also introduces new marketing concepts, such as affinity marketing and dynamic audience management, while emphasizing the need to simplify the sales and marketing technology stack. Furthermore, it highlights the importance of account executives owning and orchestrating the entire sales process and being accountable for the outcomes.

By adhering to the guidelines outlined in this manifesto, sales representatives can enhance their chances of success by adapting to the evolving B2B sales landscape. Embracing these skills will enable sellers to establish trustworthy relationships with customers, deliver tailored solutions, and ultimately thrive in their roles.



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INTRODUCTION

Sales are the backbone of any business, and the sales department plays an important role in its success. In the past, sales reps used to rely on aggressive tactics, pushy attitudes, and hard selling to get their products sold. However, these tactics are no longer effective as the market has become more competitive, and customers have become more knowledgeable about their needs and wants. The focus is no longer on selling products but on providing value to the customers.

The B2B sales landscape has undergone a significant transformation, especially in the post-pandemic era, and with it, the role of the sales rep has changed as well. The changes are so drastic that those who fail to adapt to this new landscape will be left behind.

Given these changes, sellers need to adopt a value-centric approach to sales. This means focusing on the customer's needs and challenges, rather than just pitching a product. By providing value to the customer, sales reps can differentiate themselves from the competition and build long-term relationships with customers.



THE B2B SALES REP'S GUIDE TO THRIVING IN

THE DIGITAL AND AI ERA

The overarching goal of this manifesto is to provide a framework for the next-generation sales reps to embrace value-centric selling that moves their product from a "nice-to-have" to a "must-have" in the eyes of their customers. This document serves as a roadmap for modern-day sellers to succeed in this new sales era by becoming more value-centric, embracing AI technologies, and continuously adapting to the rapidly changing B2B sales landscape.

Evolving Roles of B2B Sellers

Leveraging AI Solutions

Driving Revenue and Growth

FORCES DRIVING THE

B2B SALES PARADIGM SHIFT

In the last two years since the pandemic, there has been a major shift in B2B sales. Some of the major forces driving the paradigm shift in B2B sales include:

- B2B buyers are becoming more sophisticated and want a higher degree of personalization in their interactions with sales reps. They expect sellers to have a deep understanding of their business, their pain points, and to provide solutions that are tailored to their specific needs.
- Buyers are no longer looking for sales pitches. Instead, they want advisors and partners who can add value to their business. They expect salespeople to have a deep understanding of their industry and their business, and to provide insights and recommendations that can help them achieve their goals.
- More decision-makers are now involved in purchase discussions, making the sales process highly complex. Sellers must be able to navigate these multiple stakeholders and tailor their message for each of them.
- Virtual and digital technologies have replaced in-person meetings. According to Mckinsey and Co., in-person sales interactions dropped 52% during the pandemic, with just 29% of B2B companies now considering it their go-to-market sales model. Sales reps must be comfortable with using these technologies to engage with customers and build relationships.
- The B2B sales process is broken, with too many hand-offs from Marketing to Sales Development Representatives (SDRs) to AEs. Today's customers are savvier and better educated than ever before. They demand more personalized experiences and are no longer willing to be passed from one seller to another.
- The great attrition has led to 40% of buyers and sellers changing roles, creating a need to form new relationships with customers. Salespeople must be able to build trust and credibility with new customers quickly.
- Social selling has become a must-have in projecting subject matter expertise and building relationships with customers. Salespeople must engage with customers on social media platforms and other digital channels to establish authenticity and credibility.
- AI is a reality that needs to be embraced in the B2B sales cycle. AI-powered solutions like xiQ's personality-driven sales and marketing platform and ChatGPT from OpenAI allow sellers to not only communicate more effectively but also helps them personalize their approach and research their clients, which ultimately accelerates the sales cycle.



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THE NEXT GENERATION

B2B SALES REP'S MANIFESTO

Step 1: Change the Story

Today's B2B buyers are savvier than ever and are looking for more than just a sales pitch. They want to be seen as partners and expect their vendors to add value to their business beyond the products or services they provide. This has led to a shift in the way sales reps approach their conversations with prospects and clients.

How Salespeople Spend Their Time During an Average Week



Source: State of Sales, 5th Edition - Salesforce

Rather than focusing on their products and features, salespeople need to shift their focus to the strategic importance of the issues and possibilities that their solutions can address. They need to stop talking about their offerings and instead address the developments in the industry that their product can help solve. This shift in their approach can help build credibility with prospects and clients by demonstrating that they understand the broader industry trends and can provide solutions that align with their business objectives.

Sales reps should emphasize that change is inevitable and that there will be winners and losers, in order to create a sense of urgency for prospects and clients to take action and implement new solutions. This approach helps to focus on the importance of acting promptly and fosters a willingness to embrace change.

B2B sellers should also emphasize the company's mission and the reason behind its creation. They should explain which market gaps it addresses and how it helps clients avoid having unused software. Additionally, they should discuss the new technologies that the industry is using and how the company's solution fits in.



"60% of B2B tech buyers are millennials, a generation that is twice as likely to discover products online than older generations."

Source: Trustradius



*"88% of B2B Buyers only buy when they see a salesperson as a **Trusted Advisor.**"*

Source: LinkedIn

To enhance the presentation, sales reps can incorporate interactivity, such as live demos, interactive presentations, and case studies, to provide a more engaging and immersive experience for the prospect or client. This can help build trust and understanding of how the solution can help their business.

By changing the story from a product-focused approach to a more strategic, industry-focused approach, sales reps can position themselves as trusted advisors and partners rather than just salespeople. This can help build long-lasting relationships with clients and prospects, resulting in increased sales and revenue.

> ***Buyers who experience a self-driven learning path are 147% more likely to buy than initially planned.***
>
> Source: Gartner

Step 2: The New Discovery Approach

The discovery phase is an important step in the sales process. It is the phase where sales reps gather information about the customer's business, goals, and challenges. By understanding the customer's needs and priorities, sellers can position themselves as problem-solvers and offer solutions that are tailored to the customer's specific needs.

To adopt a value-centric discovery approach, salespeople must shift their focus from content-centric questions to strategic questions. Instead of inquiring about the customer's business, salespeople should aim to uncover their revenue goals for the next 6-to-12 months. This information will help sellers understand the customer's priorities and how their product can help achieve those goals.

Sales reps should also ask about the customer's previous attempts to achieve their revenue goals and any gaps they encountered. This information will help them understand the customer's challenges and pain points, and how their product can address those challenges.

During the discovery phase, listening actively to the customer's responses is important. Active listening involves not only hearing what the prospects are saying but also understanding their motivations and feelings behind their words. It is advised for salespeople to ask open-ended questions and avoid leading questions that may bias their answers.



> ***"At least 50% of prospects aren't a good fit for what you sell."***
>
> Source: HubSpot

> ***76% of B2B Buyers expect more personalized attention from solution providers based on their specific needs.***
>
> Source: Forbes

Another noteworthy aspect of the discovery phase is to avoid jumping into a pitch or presentation too soon. Instead, sales reps should aim to build rapport and establish trust with the customer. By taking the time to understand the customer's needs and priorities, sellers can build a relationship with the prospect and position themselves as a trusted advisor.

Step 3: Uniform Sales Motions

Uniform sales motions refer to the consistent messaging that salespeople and client success teams use throughout the customer journey, from initial contact to renewal. A consistent message helps build credibility and trust with the prospect and reinforces the value of the product.

To create a uniform sales motion, sales reps should focus on the solution's value and tell stories that illustrate how it solves specific problems. By focusing on the value, sellers can differentiate their offerings from the competition and demonstrate how it solves the customer's challenges.

Salespeople should also use consistent language and messaging across all touchpoints with their prospect. This messaging should align with the company's branding and marketing efforts and reinforce the value proposition of the product.

Client success teams should continue to reinforce the product's value throughout the customer's lifecycle. This includes onboarding, ongoing support, and renewal. By doing this, they can increase customer satisfaction, retention, and ultimately drive revenue growth for the company.

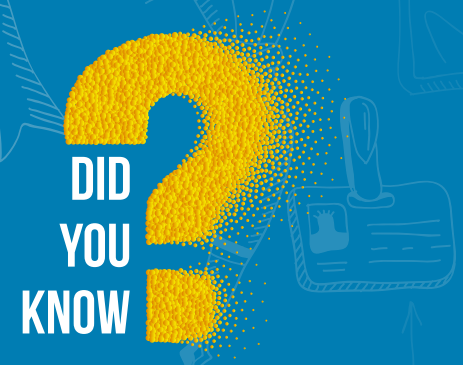
To ensure a uniform sales motion, companies should provide ongoing training and coaching to their sales and customer success teams. This training should cover the product's features and benefits, competitive positioning, and best practices for delivering a consistent message.

Step 4: Continuous Improvement

Continuous improvement is essential to success in B2B sales. Salespeople must continually evaluate their approach and identify areas for improvement to deliver more value to their customers.

To drive continuous improvement, it is important to incorporate discussion, discovery, and demos with the customer. This interaction helps identify areas where the product can better meet their needs and helps the sales rep understand their priorities.

After every interaction, review and discussion recaps should be done to figure out the gaps and areas for improvement. This review should focus on what worked well and what didn't work. It shall also discuss ways to improve the sales approach.



"60% of Customers Say "No" Four Times Before Saying "Yes"

Source: The Importance of Sales Follow Ups, Invesp

Sales reps spend as many as 11 hours (or more) each week searching for information that should be included in training.

Source: The State of Sales Training and Onboarding, Spekit



"Continuous training gives 50% Higher Net Sales per employee."

Source: Association for Talent Development

In addition to reviewing the sales process, sellers must also conduct postmortems after every sale. These postmortems should involve a detailed analysis of the sales process, identifying what clicked, what didn't, and how to modify the approach in the future. This process should be performed by the entire sales team. It should be conducted in a blame-free environment. The goal of performing postmortems should be to spot areas for improvement and collaboration to optimize the sales process.

Continuous improvement also requires ongoing training and coaching for sales reps. They should be encouraged to attend conferences, webinars, and other training opportunities to stay up-to-date with the latest sales techniques and best practices. By adopting a culture of continuous improvement, sellers can deliver more value to their customers, differentiate their products from the competition, and ultimately drive revenue growth for their company.

Step 5: Trust the Process

Trusting the process is a crucial aspect of value-centric sales. The sales process can be long and complex, with many ups and downs along the way. Sales reps must be patient and persistent, focusing on delivering value to the customer at every step of the sales process.

Salespeople must have confidence in their approach and the value of their product. This confidence comes from a deep understanding of the customer's needs, priorities, and challenges and a belief in the ability of the solution to address those needs and challenges.

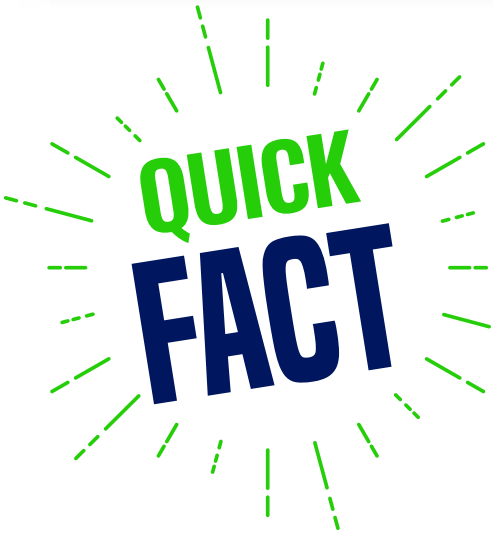
Trusting the process requires a commitment to continuous improvement. Sellers must be willing to evaluate their approach, uncover areas for improvement, and implement changes to deliver more value to the customer.

Sales reps must focus on building trust, credibility, and long-term relationships with their customers. They need to focus on delivering value to the customer rather than worrying about the outcome of each sale, even if it means sacrificing short-term gains. This approach helps establish confidence and reliability with the customer and positions them as a trusted advisor.

Sales reps need to take risks and try new approaches. They must be willing to step outside of their comfort zone and try new tactics to deliver more value to the customer. Trusting the process helps sellers maintain their motivation and focus throughout the sales process. It allows them to stay committed to delivering value to the customer and maximizing their chances of success.

80% of sales require five follow-up calls after the initial meeting, yet 44% of salespeople give up after one follow-up.

Source: The Importance of Sales Follow Ups, Invesp



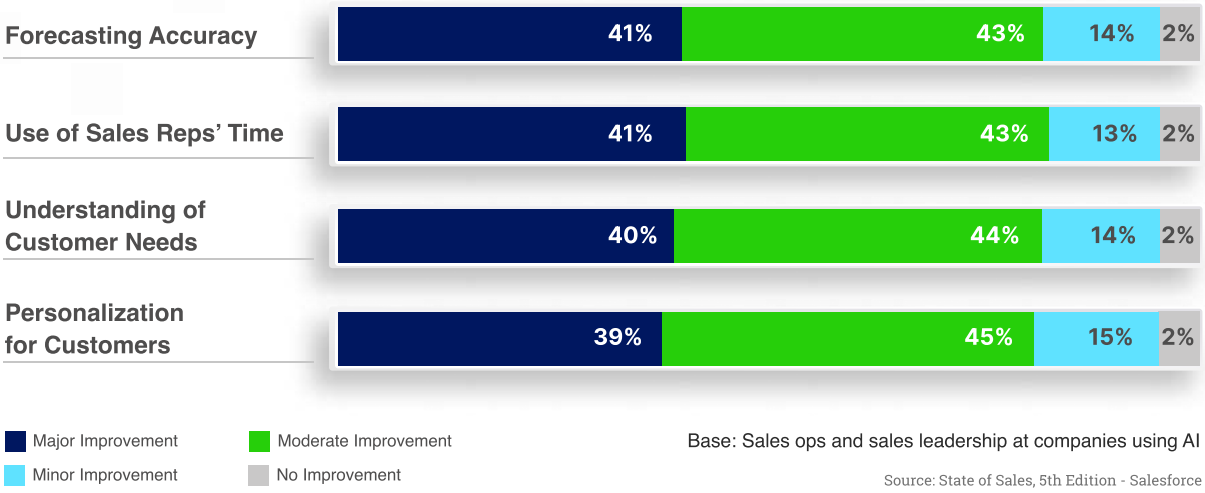


"64% of B2B buyers say they appreciate vendors who don't pressure them to make a decision."

Source: State of Sales, 5th Edition - Salesforce

Step 6: Embrace Augmented Intelligence (AI)

How AI is Improving Sales Efficiency



Base: Sales ops and sales leadership at companies using AI

Source: State of Sales, 5th Edition - Salesforce

Augmented Intelligence (AI) is rapidly changing the way businesses operate, and sales is no exception. The B2B sales cycle can be complex, with many stakeholders involved, and AI solutions can help sales reps navigate this complexity more effectively.

One AI solution that can help B2B salespeople is xiQ's personality-driven sales and marketing platform. xiQ uses AI to help sales teams personalize their approach based on the customer's personality, communication style, and behavior. This personalization can help build a stronger rapport with the customer, increasing the chances of a successful sale. It helps sellers navigate the buyer groups involved in the B2B sales cycle. xiQ helps sales reps understand the customer's pain points and behavioral mindset, allowing them to tailor their approach to their prospect's needs more effectively.

Another AI solution that can help in B2B sales is ChatGPT, a language model that can assist sales reps with research, personalized communication, and even lead qualification.

AI solutions can help recognize decision-makers, influencers, and gatekeepers, allowing sellers to focus their efforts on the stakeholders who have the most influence on the buying decision. AI can also accelerate the B2B sales cycle by automating time-consuming tasks such as lead qualification and follow-up. This automation allows salespeople to focus on creating relationships with customers and delivering value, rather than spending time on administrative tasks.



"Companies that use AI for personalization in sales see a 35% increase in customer satisfaction."

Source: State of Sales 5th Edition by Salesforce

To embrace artificial intelligence in the B2B sales cycle, companies must be willing to invest in AI solutions and provide training and support to their sales agents. At the same time, salespeople must be willing to learn and adapt to these new technologies, and should be open for incorporating them into their sales process.

Step 7: Social Selling is a Must-have

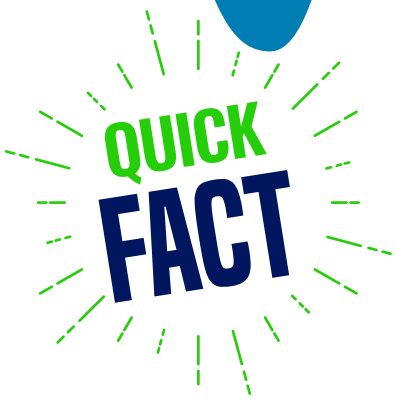
Social selling is a must-have in today's B2B sales landscape. Buyers are looking for advisors and partners who can add value to their business. Social media platforms provide sellers with an opportunity to showcase their subject matter expertise and build credibility with customers.

Sales reps must engage with prospects on social media platforms and other digital channels to foster a sense of dependability and assurance. Using these platforms to share valuable insights, industry news, and relevant content will demonstrate their expertise and understanding of the customer's needs.

xiQ's personality-driven sales and marketing platform can help sales reps stay on top of industry news and trends.

The platform provides real-time breaking news and sales alerts that help B2B salespeople be the first to share this news with their clients. By doing so, sellers can project their domain expertise and establish credence.

To embrace social selling, understanding the different social media platforms and their respective audiences is important. Salespeople need to craft content that strikes a chord with their intended audience and interact with customers in a genuine manner that instills confidence.





"77% of people believe that AI will fundamentally change how they work."

Source: Price Waterhouse Coppers

Social selling can increase win rates by 5% and deal size by 35%.

Source: LinkedIn



"Sales professionals who use social selling are 51% more likely to hit their sales quotas."

Source: LinkedIn

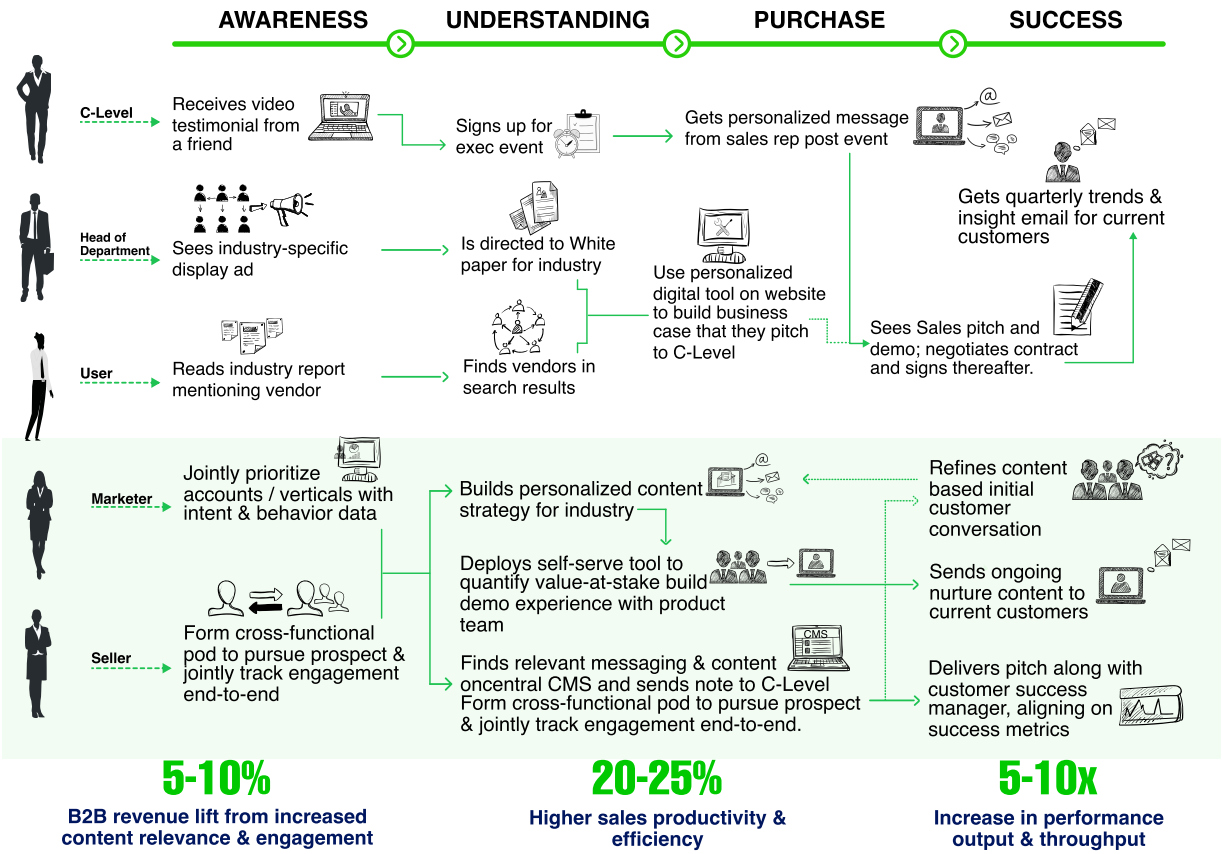
Step 8: Understand the Behavioral Mindset of Prospective Clients

In today's B2B sales landscape, hyper-personalization in sales communication builds lasting relationships with clients. To achieve higher degrees of personalization, sellers must be able to understand the behavioral mindset, personal communication style, and preferences of their prospective buyers.

xiQ's AI-generated DISC personality insights can help sales reps understand the behavioral mindset and communication style of their clients. These insights are built on tried-and-tested behavioral psychology models and are generated by xiQ's proprietary AI algorithms analyzing publicly available data on the person.

DISC stands for Dominant, Influencing, Steady, and Conscientious, four key human behavioral traits. The DISC is a methodology used to analyze an individual's behavior, personality, and communication style. This methodology was created by Dr. William Marston, a Harvard-trained psychologist, and has been used by organizations around the world for over 50 years.

Modern B2B GTM Drives Growth with Digital and Personalization end-to-end



5-10%
B2B revenue lift from increased content relevance & engagement

20-25%
Higher sales productivity & efficiency

5-10x
Increase in performance output & throughput

Source: The future of B2B Sales: The big reframe
MicKensey & Company | November, 2022

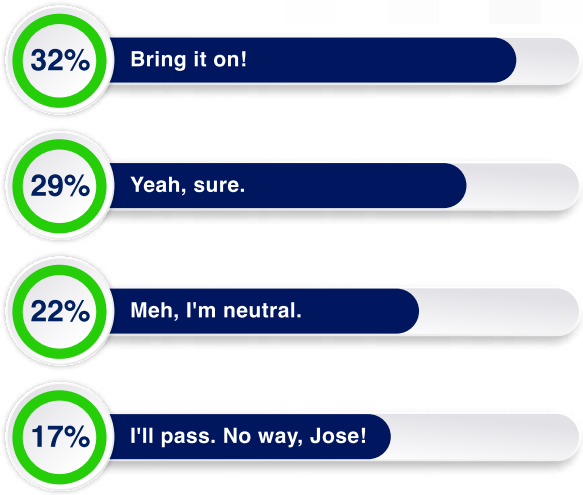
Next-generation sellers must be able to adjust their communication style to match that of the client. Understanding the buyer's behavioral mindset and preferred communication style allows sellers to adjust their tone and language to match the client's style, custom tailor their message and approach to resonate with them.

xiQ's AI-generated DISC predictions are highly precise and provide salespeople with a huge competitive advantage when it comes to personalizing outreach and building relationships. These predictions help sellers custom tailor their message and approach, and build trust by understanding the unique needs and preferences of their customers.

Step 9: Leverage ChatGPT for Next-level Communication

In addition to the AI-powered solutions provided by xiQ, next-generation sales reps can leverage ChatGPT to improve their sales process. OpenAI's ChatGPT is a large language model that can be used to communicate more effectively with clients. It can also automate certain aspects of the sales process.

With ChatGPT, sales reps can create more engaging and personalized messaging for their clients. By using Natural Language Processing (NLP), ChatGPT can craft messaging that resonates with clients, providing a more customized experience, which can help increase the likelihood of a successful sale.



How Likely Are You To Use ChatGPT For Email Writing?

Based on a survey conducted on LinkedIn by xiQ Inc.

Date: March 1st, 2023

Step 10: Develop Business Acumen

Next-generation B2B salespeople need to do more than just know their products or services. They should have a deep understanding of their clients' businesses, industries, and markets. This is where business acumen comes into play. Business acumen is a critical skill for sales reps in today's fast-paced, data-driven business environment, as it enables them to provide strategic guidance to their clients and build stronger, more trusted relationships.

Business acumen is the ability to understand the key drivers of a company's success, such as revenue growth, profitability, and market share. It involves understanding and interpreting financial statements, annual reports, breaking news about companies, industry trends, and how they may impact a company's strategy and operations.

For greater success, next-generation sales reps need to develop business acumen skills to build rapport with their clients and prospects. By having an in-depth comprehension of their clients' businesses, salespeople can easily provide valuable insights and solutions that align with their prospects' objectives and help them achieve their goals.



"Only 13% of customers believe a sales person can understand their needs."

Source: Brevet

Salespeople with a deep understanding of their customer's business were 69% more likely to have a high-quality sales call.

Source: Gartner

While having a strong business acumen is crucial for B2B sellers, it can be challenging to stay up-to-date on the latest information about companies. xiQ's AI-powered sales intelligence platform, Sales Xelerator™ provides real-time breaking news and sales alerts about businesses, allowing sales agents to stay-on-top of the latest developments and tailor their approach accordingly.

xiQ's Sales Xelerator™ also analyzes and provides insights into annual reports and financial statements, providing sales reps with a deep understanding of their clients' financial health and performance. Salespeople with strong business acumen will connect the dots between news, strategy, industry trends, and the financial performance of the company.

Step 11: Utilize Affinity Marketing for Content Marketing Success

In the world of B2B marketing, creating relevant and engaging content is crucial for building brand awareness, establishing thought leadership, and ultimately driving sales. But with so much information available to consumers, it becomes challenging for salespeople to cut through the noise and capture the attention of their target audience.

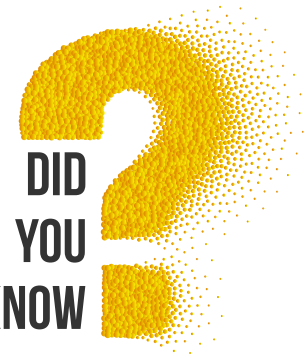
Companies invest heavily in producing high-quality content to engage their prospects and build brand awareness.

However, despite the immense effort and resources invested in content marketing, many companies fail to achieve the desired results.

In the age of information overload, the Fear of Missing Out (FOMO) has become a genuine professional concern. With a plethora of content available, B2B professionals strive to find sources that provide carefully curated and reliable information to stay abreast of the daily news cycle. Missing out on business-critical news is not an option.

Affinity marketing is the principle of targeting customers based on their interests and needs rather than demographics or other broad criteria. By understanding what their target audience cares about, companies can create content that resonates with them on a personal level, fostering a deeper connection and driving engagement.

This leads to more efficient and targeted marketing campaigns, as well as increased customer loyalty and brand recognition.



"78% of B2B buyers say that relevant content is the most important factor in their decision to engage with a brand."

Source: Demand Gen Report

FOMO is a common concern for B2B professionals, with 71% of B2B buyers saying they want to receive personalized content that caters to their interests and preferences.

Source: Accenture

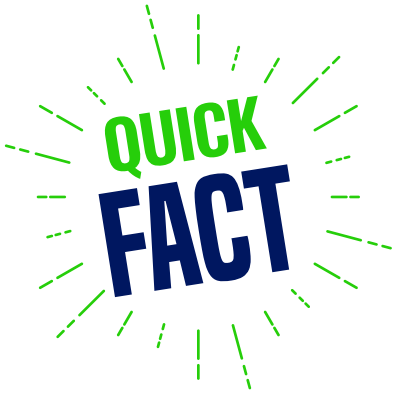
xiQ has pioneered a new content marketing concept that leverages the power of AI and affinity marketing to deliver highly personalized, timely, and relevant content to B2B buyers. xiQ's Workbench™ is an AI-powered content curation engine that aggregates the latest and most relevant articles from trustworthy sources and combines them with the company's marketing collateral to generate personalized content that resonates with the audience at a personal level. The platform helps B2B sellers streamline the process of finding and sharing relevant content with their audience through various channels such as social media, email, or a website.

Step 12: Use Intent Data to Optimize Audience Engagement

Dynamic Audience Management is yet another next-generation marketing concept pioneered by xiQ. It optimizes a campaign's audience by prioritizing individuals in a mailing list with the content and topics of the marketing campaign based on their intent data, professional preferences, areas of interest, and social media activity. This helps present the right content to the right people at the right time, thereby driving higher audience engagement which results in acquiring more qualified leads.

xiQ's AI-powered Dynamic Audience Matching uses Natural Language Processing (NLP) to analyze a prospect's social media activity and comments, as well as their content consumption habits, to build a highly accurate profile. Based on this data, xiQ identifies the topics and content that are most likely to resonate with the individual, ensuring that the right message is delivered to the right person.

Dynamic Audience Management is a powerful tool for B2B sales makers looking to increase engagement and drive qualified leads. By leveraging AI and NLP, xiQ optimizes campaign audiences and delivers highly targeted and personalized content. This results in higher engagement rates, more qualified leads, and ultimately, more sales.





"Companies that use intent data to inform their sales and marketing efforts see a 4x increase in pipeline conversion rates compared to those that don't."

Source: TOPO



"70% of B2B marketers will incorporate intent data into their marketing technology stacks to improve demand generation and customer engagement."

Source: Gartner

Step 13: Consolidate the Sales and Marketing Technology Stack

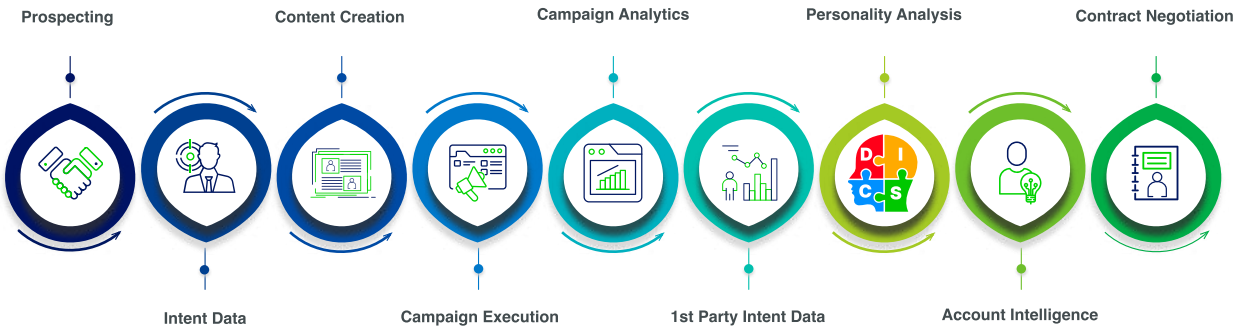
On average, today's B2B salespeople use 12-16 different technology solutions throughout the sales cycle. This can be very taxing for sales teams who must learn how to use all these technologies. It prevents real-time intelligence from reaching sellers in a timely manner, as it becomes difficult to connect the dots across disparate systems.

The cost of integrating these systems is high and takes a big portion of the budget that needs to be spent on sales and marketing campaigns. Today, an average B2B salesperson spends only 28% of their time selling, with the rest of the time being spent on administrative tasks, researching, and learning how to master the many technologies they must navigate.

It's time to consolidate the number of solutions in the sales cycle and simplify the life of the salesperson so they can concentrate on selling rather than on learning how to operate different solutions. By reducing the sales and marketing technology stack, businesses can streamline their processes, increase efficiency, and reduce costs. This will also enable sellers to spend more time focusing on selling and building relationships with prospects, which will ultimately result in higher sales and revenue.

xiQ's platform provides an all-in-one solution for B2B sales and marketing professionals, reducing the need for multiple solutions. The platform includes features such as AI-generated DISC personality insights, real-time sales triggers, comprehensive company dossiers, AI-curated content, personalized digest newsletters, and dynamic audience matching, making it easier for salespeople to concentrate solely on selling rather than learning how to navigate multiple systems.

Step 14: Own and Orchestrate the Sales Process



End-to-End B2B Sales Process

In complex B2B sales cycles, it is imperative that Account Executives (AEs) take full ownership of the entire sales process. This means being accountable for everything from initial messaging and demand generation to selling and closing deals.

While AEs may have support from marketing and sales development teams, they need to be the driving force behind the entire sales process. The best AEs are those who can manage their teams effectively, orchestrate outcomes that are mutually beneficial and profitable for both their clients and their company, and build long-lasting relationships with them.

> ***70% of customers say a company's understanding of their needs influences their loyalty, highlighting the importance of account executives in building and maintaining customer relationships.***
>
> Source: Salesforce

To successfully orchestrate the complex B2B sales process, AEs need to have full understanding of their clients' businesses, industries, and markets. This means conducting thorough research on their customers' needs and pain points and tailoring their messaging and approach accordingly. They also need to be able to navigate complex buying processes and create relationships with multiple stakeholders within their clients' organizations.

In addition to strong interpersonal and communication skills, AEs need to be proficient in using sales tools and technologies to manage their pipeline, track progress, and analyze data. They should also be able to adapt quickly to the changing market conditions and industry trends.

Conclusion

The B2B sales landscape is changing rapidly, and sales reps who don't adapt will be left behind. To succeed in this new era of sales, it is imperative for salespeople to focus on value-centric selling, hyper-personalize their communication, and leverage AI technology to build trusted relationships with their clients.

The Next Generation Sales Rep Manifesto outlines the essential skills and strategies that B2B sellers need to thrive in this new sales world. From changing the story to focusing on value and engagement to using AI-powered tools like xiQ to hyper-personalize communication and understand client behavior, the manifesto provides a comprehensive roadmap for success.

By adopting the principles outlined in this manifesto, sales reps can accelerate their sales cycle, build strong relationships with their clients, and ultimately increase revenue growth for their company. It's time to revolutionize the way we sell and adapt to the evolving B2B sales dynamics.

In conclusion, the call to action is clear: adopt the Next Generation Sales Rep Manifesto and start unlocking the power of value-centric sales conversations, hyper-personalized communication, and AI technology to build trusted relationships with your clients. With these skills and strategies, you'll be well-equipped to succeed in the new era of B2B sales.



© xiQ, Inc. 2023 Manifesto for Next Generation B2B Sales Reps

xiQ - One Consolidated ABx Platform

xiQ is a comprehensive sales enablement and engagement platform that utilizes AI-based solutions to improve sales productivity. Its suite of tools includes next-generation solutions:

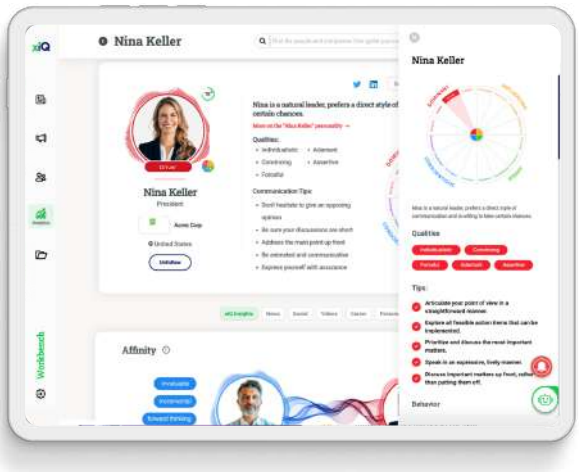
- **xiQ's Sales Xelerator™** for account research and Buyer Relationship Management™
- **xiQ's Workbench™** for sales outreach and client engagement
- **xiQ's xAnalytics™** custom analytics and reporting for ABx



xiQ Sales Xelerator™

The account research solution, Sales Xelerator's™ AI-generated DISC personality insights, empower sellers to understand their prospects' mindsets and predict the affinity and sales alignment they will have. Additionally, xiQ's Buyer Relationship Management™ (BRM) helps sellers track and manage buying committees based on the psychometric profiles of the individuals making up the buying committee.

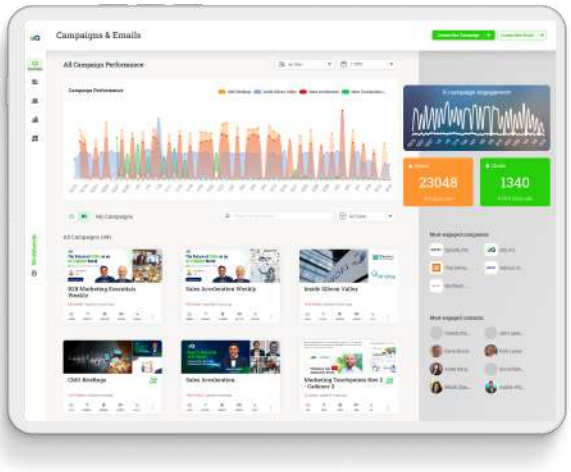
xiQ also provides a single source of company-related insights, including up-to-date company financials, executive profiles, social media posts, competitor analysis, sales triggers, and more. The sales triggers are categorized into 22 different categories of news, helping sellers stay on top of breaking news and events shaping the strategic direction of the company. This enables sellers to share relevant news with their prospects, building their reputation as trusted subject matter experts.



xiQ provides complete executive profiles of the C-suite, inclusive of their DISC personality insights, news, social media posts, and videos. The platform also enables sellers to conduct side-by-side comparisons among companies, prioritizing target accounts, and saving time on information research.

xiQ's Sales Xelerator™ is an all-in-one solution for sales enablement that allows sellers to focus on strategizing and selling, rather than searching for information.

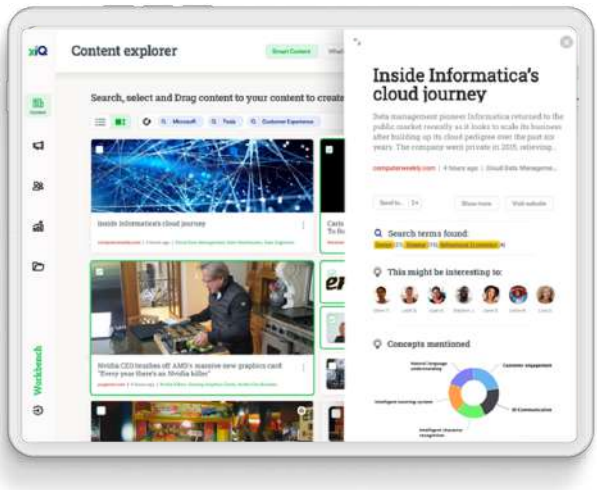
xiQ Workbench™



The xiQ Workbench™ is a complete sales outreach and client engagement solution offered by xiQ. It is an end-to-end marketing platform that allows marketers to create, distribute, analyze, and manage campaigns seamlessly. The Workbench™ comes equipped with email-sending capabilities and can integrate with MS Outlook and 3rd party marketing platforms. It also offers contact and mailing list management features.

One of the most notable features of the Workbench™ is its Content Explorer. This AI-powered content marketing engine uses machine learning to curate the most pertinent content on any given topic. With this intuitive tool, marketers can create thought leadership newsletters and digests that contain valuable and current information from reliable sources within minutes. It provides complete email creation capabilities, including a design studio which empowers marketers to develop attractive and brand-compliant emails within the platform.

The xiQ Workbench™ incorporates marketing automation to streamline the execution of complex, multi-touch ABx campaigns. Additionally, it offers Dynamic Audience Management™, allowing marketers to optimize the target audience based on the intent data of the individuals within the audience database. This ensures that the right audience receives the right content, at the right time, thereby driving up the engagement rates.



With its advanced features, the xiQ Workbench™ is a game-changer for marketers, allowing them to create highly effective marketing campaigns in a fraction of the time. The Workbench™ reduces campaign creation time by up to 95%, resulting in substantial time savings.

The Workbench's™ Content Explorer and Dynamic Audience Management™ capabilities ensure that campaigns are highly targeted and engaging, resulting in 5-10 times higher engagement rates than traditional emails. The xiQ Workbench™ is one of the most ROI-driven marketing platforms available.

xiQ xAnalytics™



The Workbench™ comes with xiQ's xAnalytics™, a module tailor-made for Account-Based Sales and Marketing (ABx). In addition to providing traditional measurement metrics like open rates and click rates, it offers out-of-the-box lead scoring that ranks companies and individuals based on their engagement scores.

With xiQ xAnalytics™, marketers can gain access to first-party intent data that identifies the topics and content that individuals are paying attention to. This data is aggregated at both the company and individual levels, enabling sellers and marketers to identify the most important topics for each account and individual.

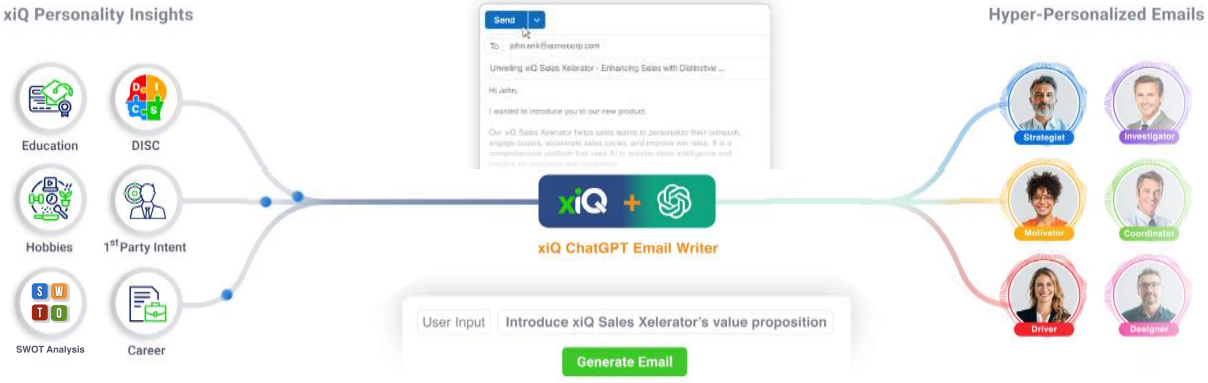
xiQ is all about the 1:1 customized experience providing sellers and marketers with the who, the what, and the how to best communicate with their buyers

xiQ's ChatGPT Email Writer

Leading B2B companies are shifting away from a one-size-fits-all strategy and adopting the more personalized B2C playbook. By delivering the right message to the right executive at the right time, companies are earning customer trust and demonstrating their expertise.

Personalization pays off! Customers notice when a company has done their "homework" and tailored their pitches accordingly. However, developing these customized pitches can take sales teams weeks or even months, making it nearly impossible to scale.

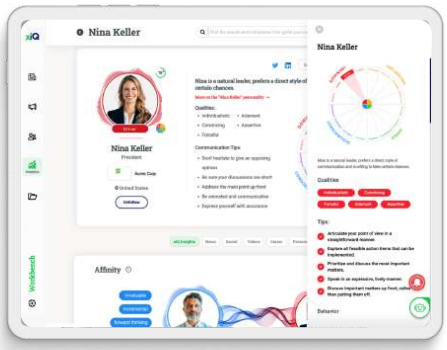
With xiQ's new ChatGPT Email Writer, it's now possible to create highly customized emails that emotionally and intellectually resonate with every prospect. By combining xiQ's AI-generated DISC personality analysis and up-to-the-minute news with ChatGPT's natural language generation capabilities, our platform can write personalized emails that speak directly to your audience's needs and preferences - in just seconds.



xiQ's Platform Solution Map

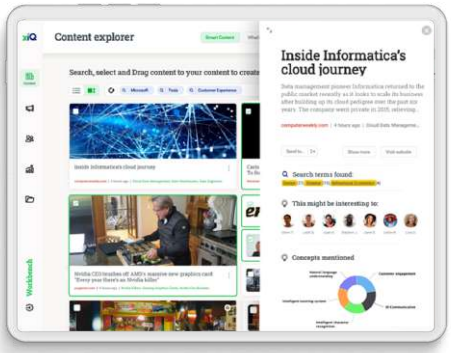
Sales Xelerator™

- Personality Insights (DISC)
- Buyer Relationship Management
- S.W.O.T Analysis
- Intent Data
- Company Comparison
- Sales Alerts
- Social Selling
- Industry News



Workbench™

- Campaign Management
- Content Explorer (AI Curation)
- Thought Leadership Digests
- Adhoc Emails
- Publishing Emails and Social Media
- Marketing Automation
- Audience Lists
- Dynamic Audience Management



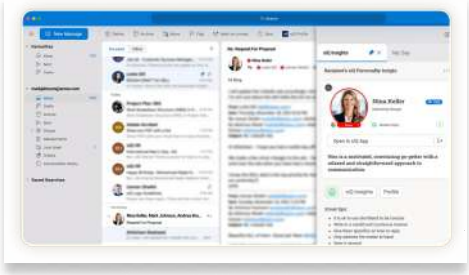
xAnalytics™

- Analytics and Reporting
- Lead Scoring
- Company Engagement Scorecard
- Company 1st Party Intent Data
- Individual Engagement Scorecard
- Individual 1st Party Intent Data



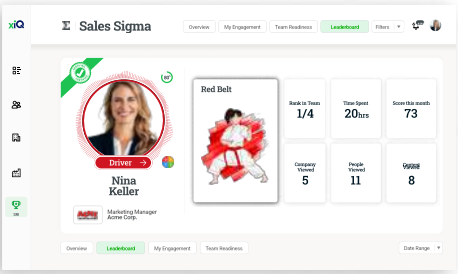
MS Outlook and Gmail

- Personality Insights (DISC)
- Company Research
- Sales Alerts
- xiQ's ChatGPT Email Writer
- Email Tracking
- Email History



Sales Sigma™

- Sales Sigma



xiQ is an end-to-end **Sales Enablement** and **Engagement platform** that combines AI and psychology to help sellers **Accelerate Sales** and **Close Deals Faster**

Schedule a Meeting

contact@xiqinc.com
www.xiqinc.com

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