



10 THESES ON THE CHALLENGES TO SALES

YOU SHOULD BE PREPARED FOR THESE CHANGES

1.



All information sources must be actively managed via a content management system.

On/offline, social networks, blogs, video, influencers.

Understand social networks as an important channel.



2.



We live in “Amazonia”!

Design simple and stable purchasing processes (one-click purchase).

Sales are shifting to standardised trading platforms (Amazon BISS, Wer liefert was?, Mercateo Alibaba, ...).



3.



Get faster in the processes.

Analyse and optimise the sales cycles: win fast, lose fast.

Artificial Intelligence and Blockchain technology still fuel the whole thing.



4.



The customers no longer listen,
they want more concrete
answers.

Customers are learning faster.



5.



Focus on Generation Y as they have increasing purchasing power.

Motto: “Share and Win”.



6.



Many products are threatened with commodification:

A differentiation to competitors is hardly possible anymore – only through (digital) services and best-in-class customer experience (CX).



7.



Sales & Marketing merge.

The information and decision-making processes shift to the Internet, where central data hubs and platforms are created.



8.



The role of the sales representative is shifting towards that of a specialized consultant.

He/she is only needed in the last third of the decision-making process – often in a team.

2/3 of the journey the customer is going alone!



9.



Use interactive, haptic tools.

**Shift away from Sales Rep-guided
Selling to VR-supported
configurators.**

**VCPQ – Virtual Configure, Price,
Quote.**



10



Old rules no longer apply.

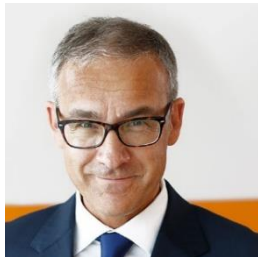
It will never be as slow as it is today. Growth will be exponential.

A new, more agile sales culture is what is needed.

#vertriebshygiene



Author



Industrial engineer Ralf H. KOMOR is Interim Manager DDIM® in Ladenburg, develops new business models and sales strategies for medium-sized companies and accompanies change processes in people and organisations.

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As interim manager and absolute B2B sales professional, he looks back on more than three decades of experience from national and international projects. He was and is primarily active for manufacturing companies, in plant construction and in the contract business. His focus is on developing, restructuring, and successfully managing the sales of products, systems, plants, and services. He is passionately involved in the mandates and appreciates working with people from the corporate environment. As a trained energy systems electronics engineer and graduate industrial engineer, he knows how to work with Blue- and White-Collar employees.

Ralf has operational management experience at C-level as managing director, member of the management board and proxy; in the course of his career he has assumed personnel responsibility for up to 1,250 employees and sales responsibility for up to 120 million Euros. He accompanies change processes in people and organizations and advises medium-sized companies and international corporations in the selection and development of talents and strategies.



His Credo

"Resulting instead of consulting", or as the great thinker Max Weber wrote: "The idea does not replace the work".

SHORT VITA:

- # since 2014: KOMOR INTERIM MANAGEMENT
- # 2011 - 2014: Dresdner Kühlanlagenbau (Sales Director)
- # 2009 - 2011: komor business vizions (consulting)
- # 2005 - 2008: Victaulic (Regional Manager Central Europe)
- # 2002 - 2004: Nohl Darmstadt (SVP, proxy)
- # 1999 - 2002: Rheinelektra Technology / ROM (Main Branch Manager)
- # 1994 - 1999: ABB (Business Development, Sales & Marketing Manager)
- # 1988 - 1994: Raychem (Sales Manager)
- # 1984 – 1988: Study of industrial engineering
- # 1981 – 1984: MBB (information electronics engineer)
- # 1977 – 1981: Training as an energy systems electronics engineer

BRANCHES:

- # Interim Management
- # Mechanical Engineering
- # Plant Engineering
- # M & E Building Services, focus on BIM - Building Information Modelling
- # Consulting Services

MAIN TOPICS:

- # Interim Management
- # Sales Management
- # Business Development
- # Innovation Management
- # Business Models
- # Digital Sales Excellence

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