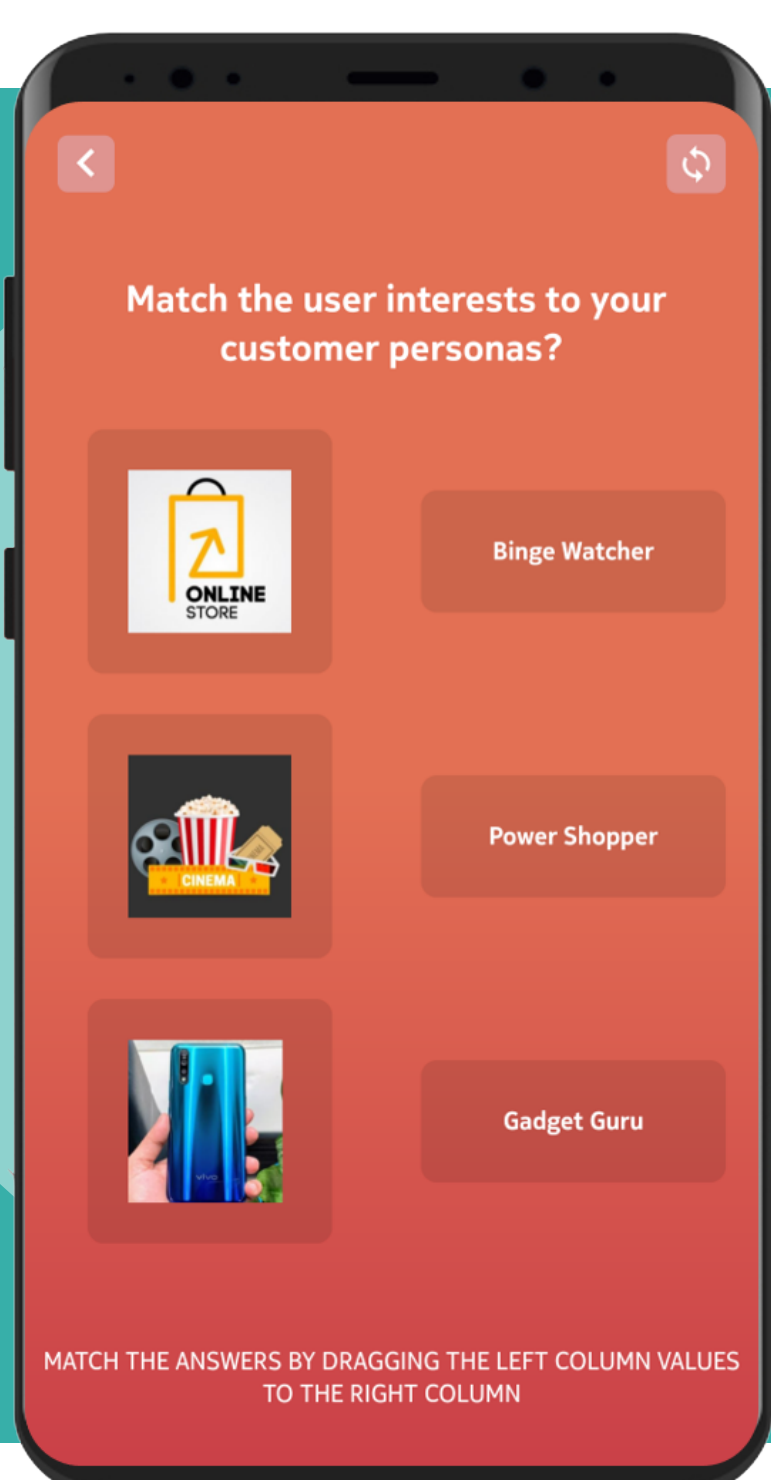


SCALING SALES READINESS

Buying and selling have undergone a major digital transformation over the last year. Amongst this change, Streamz shares some overarching global trends, how to create sales advisors with improved knowledge and skills to engage buyers in meaningful and thoughtful ways from our recent webinar on Scaling Sales Readiness.



CHALLENGES FACED BY SELLERS

Decision times have increased as buyers are **more diverse and informed**.



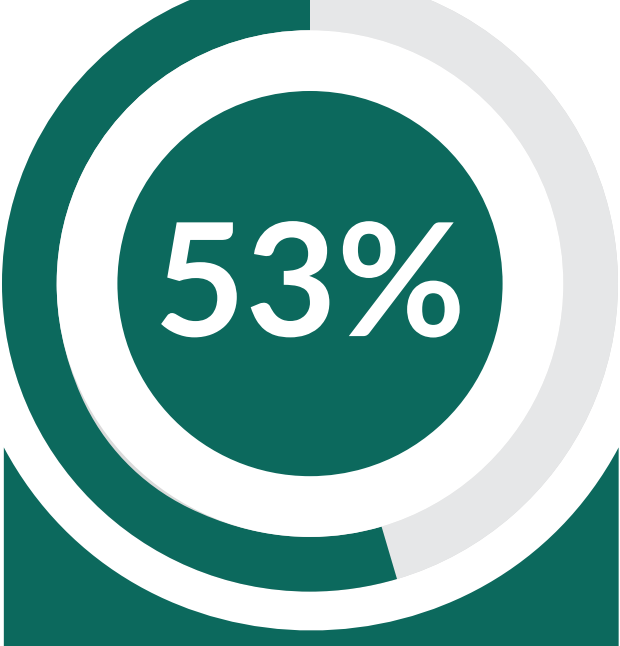
Buyers **can't meet with salespeople** in person.



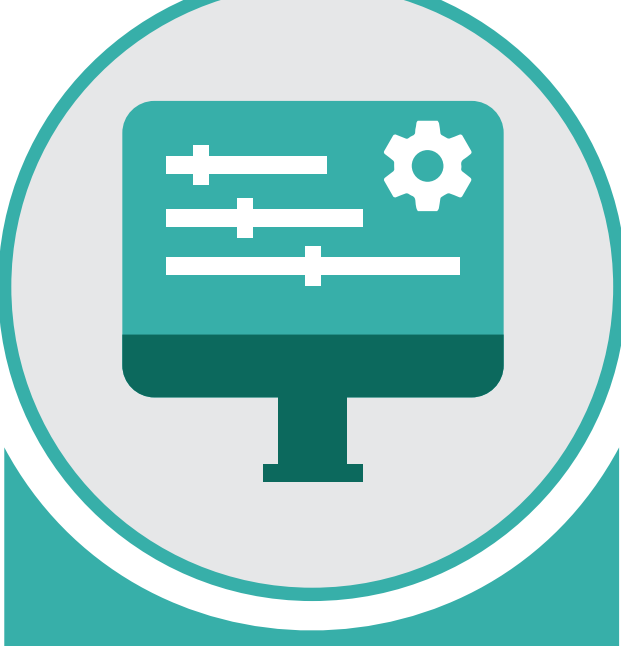
With **abundant info available online**, buyers view interactions with salespeople as "low value."




CHANGING LANDSCAPE AND B2B TRENDS



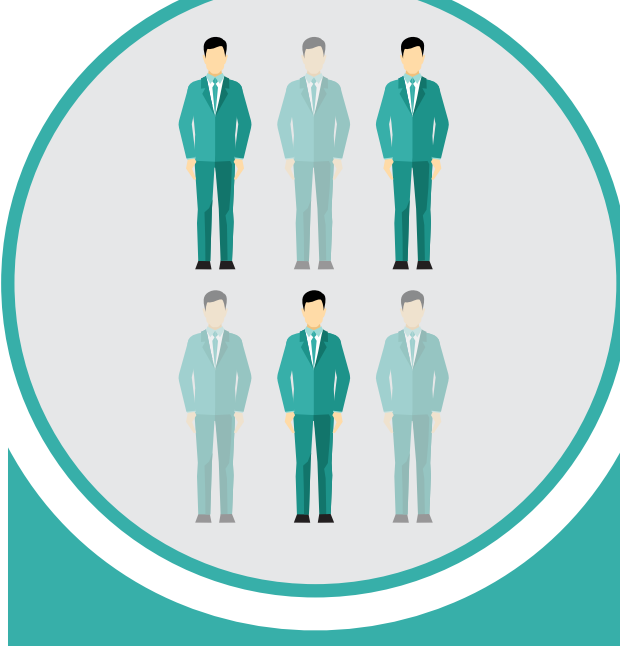
Of the workforce wants to keep working from 'anywhere' post pandemic as well.



Buyers want to connect more authentically with the product and demand personalisation.



Sellers are only getting 16% of face time with the customers.



Millennials form 50% of the workforce from coaches to influencers and actual economic buyers.

SALES READINESS - INCREASE EFFECTIVENESS AND CUT THROUGH THE NOISE

Sales Readiness is the foundational tech everyone should have across all their direct and indirect sales channels.



Boost seller skills through microlearning tasks, regular content refreshers and gamification.



Extract rich analytics to find what is working in the organisation and tie the insights to the sales pipeline.



Bring sellers into the evaluation process to better understand the use cases and USPs.



Create assessments, quizzes and surveys to identify the knowledge gaps.



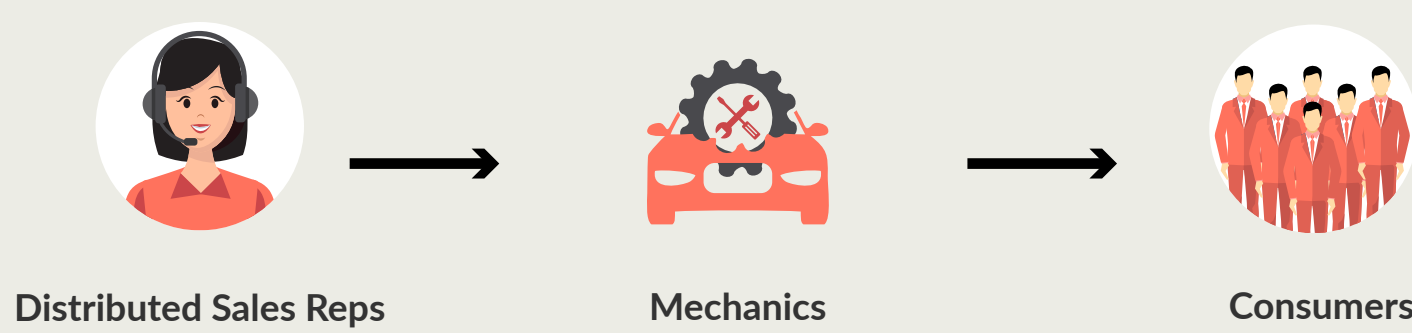
Start with pilots and apply learnings to extended rollout

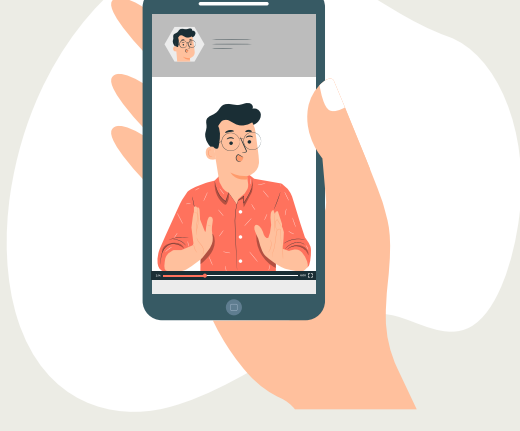


Equip the modern sales rep with mobile-driven readiness tools for information on-the-go.


RESULTS IN ACTION: CASTROL

Castrol had a **Complex Sales Channel**. Their biggest challenge was ensuring brand consistency and delivering product value to the customers.






Castrol created **bite sized content and videos** for sellers during the pandemic to showcase best practices.




Castrol **found the gaps in knowledge & fine tuned its content** & assessments based on the analytics provided by the platform.




Intensively engaged their sellers everyday with **customised training content**.


OUTCOMES




Created a **community of brand advocates**. The community instilled transparency and trust amongst customers.



5X increased premiumization



90% increase in promoters of Castrol



Significant improvement in engagement and revenue