

# The Top Four Sales Trends That Could Double Your Bottom Line!

*Navigating the Future of Sales*

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1



## Sales is at a Turning Point.

- AI is likely the final tech revolution to hit sales.
- Younger buyers have different expectations and demands on sellers.
- The average salesperson is more than halfway to retirement age.
- Buyers now have more control over their own destinies.

2

# Those are the Four Trends

*that will change your  
business forever*

3

## Trend One: AI/ChatGPT

*Hint: It's not Magic.*



4

## AI: The Myths

“AI is only for big companies.”

“AI can replace salespeople.”

“AI will give all the answers.”



5

## AI: The Opportunities

AI is the MOST accessible technology solution for small business.

ChatGPT is free (the upgrade is \$20 per month).

CRM plugins are free.

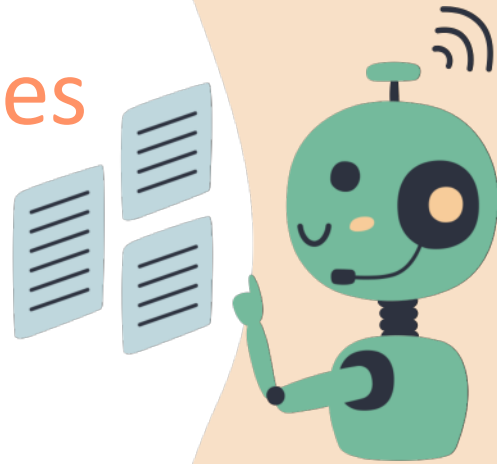


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# AI: The Opportunities

AI cannot empathize, persuade, build meaningful relationships, or even close.

GET GOOD AT WHAT AI CANNOT DO.



7

# AI: The Opportunities

Remember GIGO?

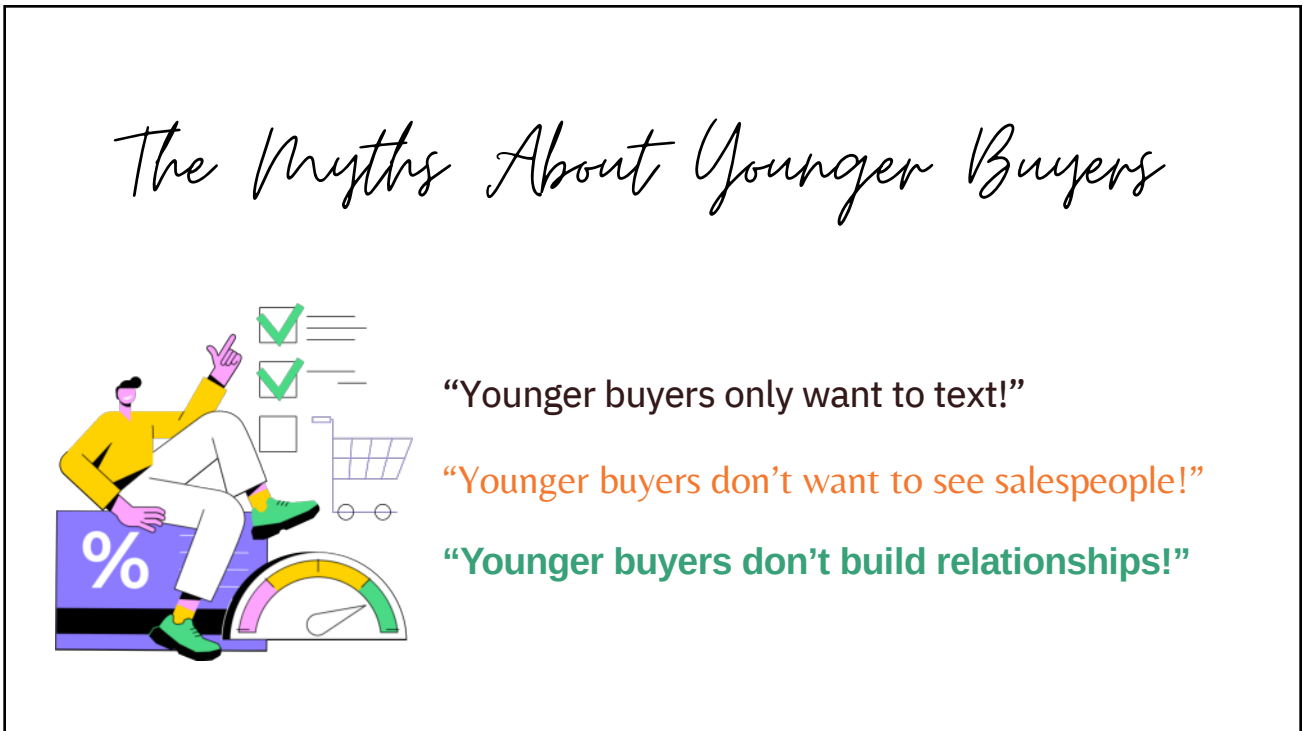
AI is only as good as the data fed it.  
Understand it, get good at prompts,  
and overlay with your skills.



8



9



10

## Younger Buyers: The Opportunities



Younger buyers WILL see salespeople – IF you give them value for time.



Younger buyers do emphasize text and other non voice communications – GET GOOD AT IT.



Younger buyers will build relationships based on business first, and personal aspects later. Focus on solving business needs.

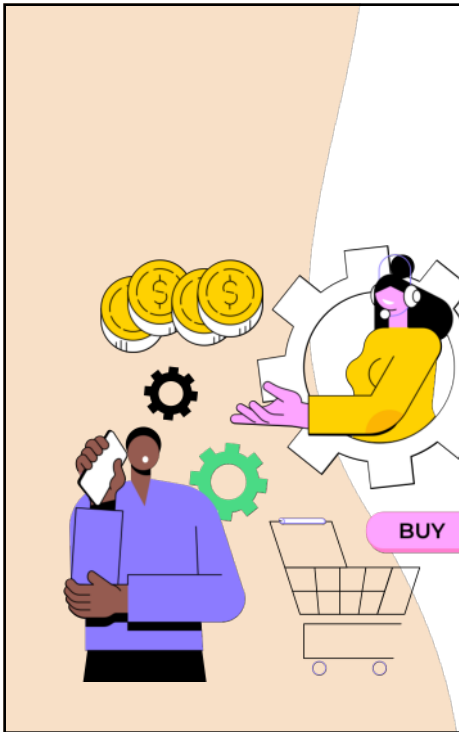
11

## Trend Three: We Need Younger Salespeople

*We are graying!*



12



## The Myths About Younger Salespeople

“Younger people aren’t interested in sales as a career!”

“Young people have no loyalty!”

“Young people don’t want to work on commission!”

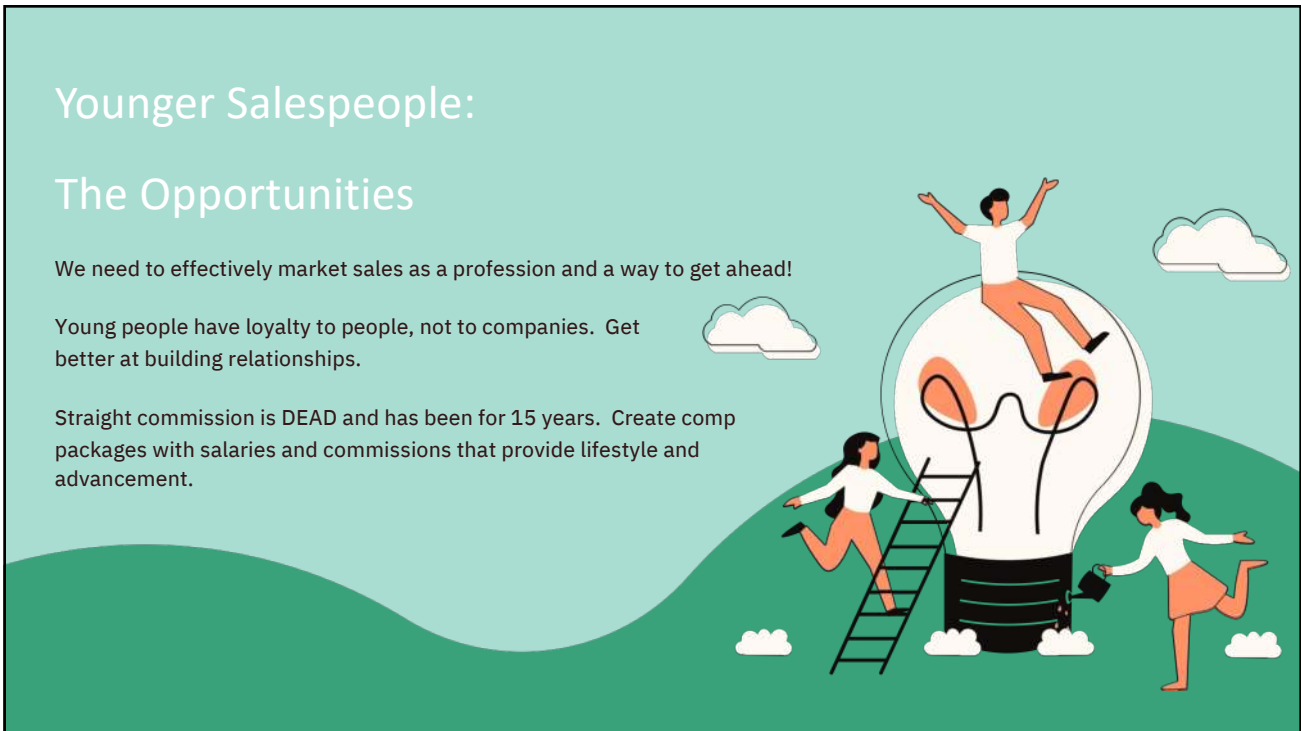
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## Younger Salespeople: The Opportunities

We need to effectively market sales as a profession and a way to get ahead!

Young people have loyalty to people, not to companies. Get better at building relationships.

Straight commission is DEAD and has been for 15 years. Create comp packages with salaries and commissions that provide lifestyle and advancement.



14

# Trend Four: Customers Rule All

*Your sales process is worthless.  
The Buyer's Journey is Priceless!*

15



## The Myths About *Empowered Customers*

“Buyers do all their research on the Internet now.”

“Buyers only buy based on price.”

“Buyers don’t have loyalty these days.”

16



## Empowered Customers: The Opportunities



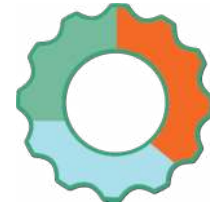
True – studies show that 57% of the buying process is completed before reaching out to a rep.

Get good at the 43%.



In the absence of other reasons, price is paramount.

Be a better questioner and find other reasons.



Buyers have loyalty to salespeople who respect and work with THEIR process, rather than stuffing them into YOUR sales process.

17




*Don't Be This Guy!*

18



19

The Sales Strategy Review



People & Processes:  
Do they align with your goals?

Target Customers:  
Do you have enough?  
How can you get more?

Your Tech Stack:  
Are you using the right tools to go forward?

20