

Look, you can get on board, move forward and succeed, or you can be the old guy yelling, “Get off my lawn!” As I noted before, each one of these four trends presents opportunities and challenges. How you handle the challenges will dictate whether you can capitalize on the opportunities.

This also doesn't mean that every sales skill you have learned is worthless. Unless it's one of those techniques that depends on manipulating uninformed customers, it probably has a place in your repertoire going forward. It just needs to be augmented with new skills and capabilities, refined to speak to new buyer preferences and, perhaps, rechanneled a bit. Here are some bullet points to think about:

- To succeed with AI, you need to start learning about it, get proficient with it, and use it to generate content and communications. Meanwhile, you need to be training your salespeople to be better at the human-centered skills in selling that AI can't do (yet).

- Younger buyers want more per-minute value for their

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time, but they have great attention spans for a good story. How good are your people at storytelling?

- Younger people are not loyal to companies anymore. The 40-year career, the gold watch and the pension are gone — and they know it. They are, however, loyal to people. How good are you at building relationships with your salespeople?

- To navigate the buyer's journey, you must first understand it. Do you?

As I look forward, the future is bright for great salespeople and great sales leaders. In future articles, I'll be helping you navigate the path forward. ■

Troy Harrison is the author of “Sell Like You Mean It!” and “The Pocket Sales Manager,” and is a speaker, consultant and sales navigator. He helps companies build more profitable and productive sales forces. To schedule a free 45-minute Sales Strategy Review, call (913) 645-3603 or email troy@troyharrison.com. Visit www.troyharrison.com.



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