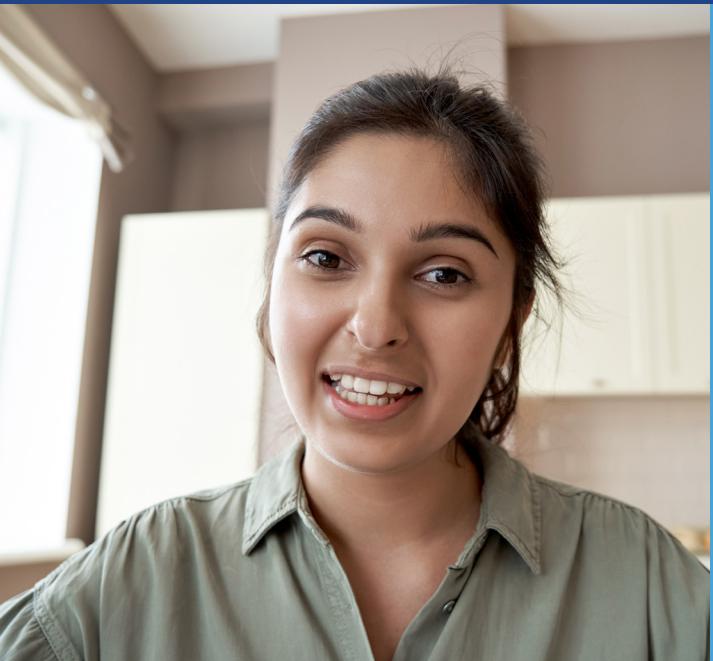


# THE FUTURE OF YOUR SALES CAMPAIGNS:



How Virtual Has  
*Made Its Mark*  
on Development

NuGROWTH  
Solutions

The central panel features a white background with a blue border. It contains the text "How Virtual Has" in a serif font, followed by "*Made Its Mark*" in a larger, italicized serif font, and "on Development" in a serif font. Below this is the logo for "NuGROWTH Solutions". The logo consists of the word "Nu" in a small blue sans-serif font next to a stylized blue 'G' icon, followed by "GROWTH" in a large blue sans-serif font, and "Solutions" in a blue script font.



- 1. The Acceleration of Virtual**
- 2. System Connectivity**
- 3. Data Nimbleness**
- 4. Team Collaboration and Specialization**
- 5. Secure Accessibility**
- 6. Experienced Insights**

# 1. The Acceleration of Virtual

The year 2020 forever changed the face of sales. A global pandemic sent millions to work from home and outlawed in-person interactions for months. Yet, the changes brought to sales and marketing systems were not surprising but merely an acceleration of the expected.

The move to virtual sales systems calls for interconnectivity, flexibility, better communication, and improved data systems, among other critical considerations. You can no longer silo your sales approaches—virtual sales demands a holistic view of your development operations and connectivity to keep your team connected and nimble.

Let's take a look at how to adapt your systems for future sales enablement, keeping your team equipped, your systems connected, and your customers safe and satisfied in 2021 and beyond.

A change  
that was  
*always coming*

The number of  
people working  
virtually has  
**increased by  
140% since 2005**

In 2018, it was  
predicted **73%**  
**of all business  
departments**  
would have remote  
workers by 2028

**77%** of future  
**employees** said the  
possibility to work  
virtually once a  
week is a great  
incentive

Source

## 2. System Connectivity

With your team working physically apart, you need to create spaces where the data and information they need to view and share are connected, starting with your sales and marketing systems. All your sales and marketing systems—CRM database, marketing automation, website—need to work as one, sharing data and feeding into each other.

The more your systems work together, the more streamlined your actions and the faster you can share information and make decisions. The ability to pivot quickly is vital—and one that was amplified during the COVID-19 pandemic. Businesses that were able to gain data, analyze it, and take action promptly gained market shares their slower-moving counterparts lost.



### The Power of System Connectivity

- Over **40%** of sales and marketing people said the "lack of accurate/shared data on target accounts and prospects" was their number one challenge in creating sales and marketing alignment
- "Consistent use of systems"—i.e. using one system—was the top sales need for **30%** of surveyed salespeople

Source

### 3. Data Nimbleness

When your sales and marketing systems work together, you gain access to a vital virtual development component: timely data. The "timely" aspect of this data is critical. In the fast-paced world of virtual selling, you need to keep a pulse on customer preferences, market trends, and other relevant and rapidly evolving elements.

To adapt to market changes, your team needs to know what's happening and get ahead of changes. Leverage market research and utilize A/B campaign testing to keep tabs on what prospects want and how to get it to them. The organizations that thrived during the pandemic were the ones who were able to access and harness data, analyze it, make a plan, and try something to see what works. You need to do the same.

#### The Changes in Customer Expectations

In response to what they expect from businesses in June 2020—only two months into the COVID-19 lockdowns—customers said they were:

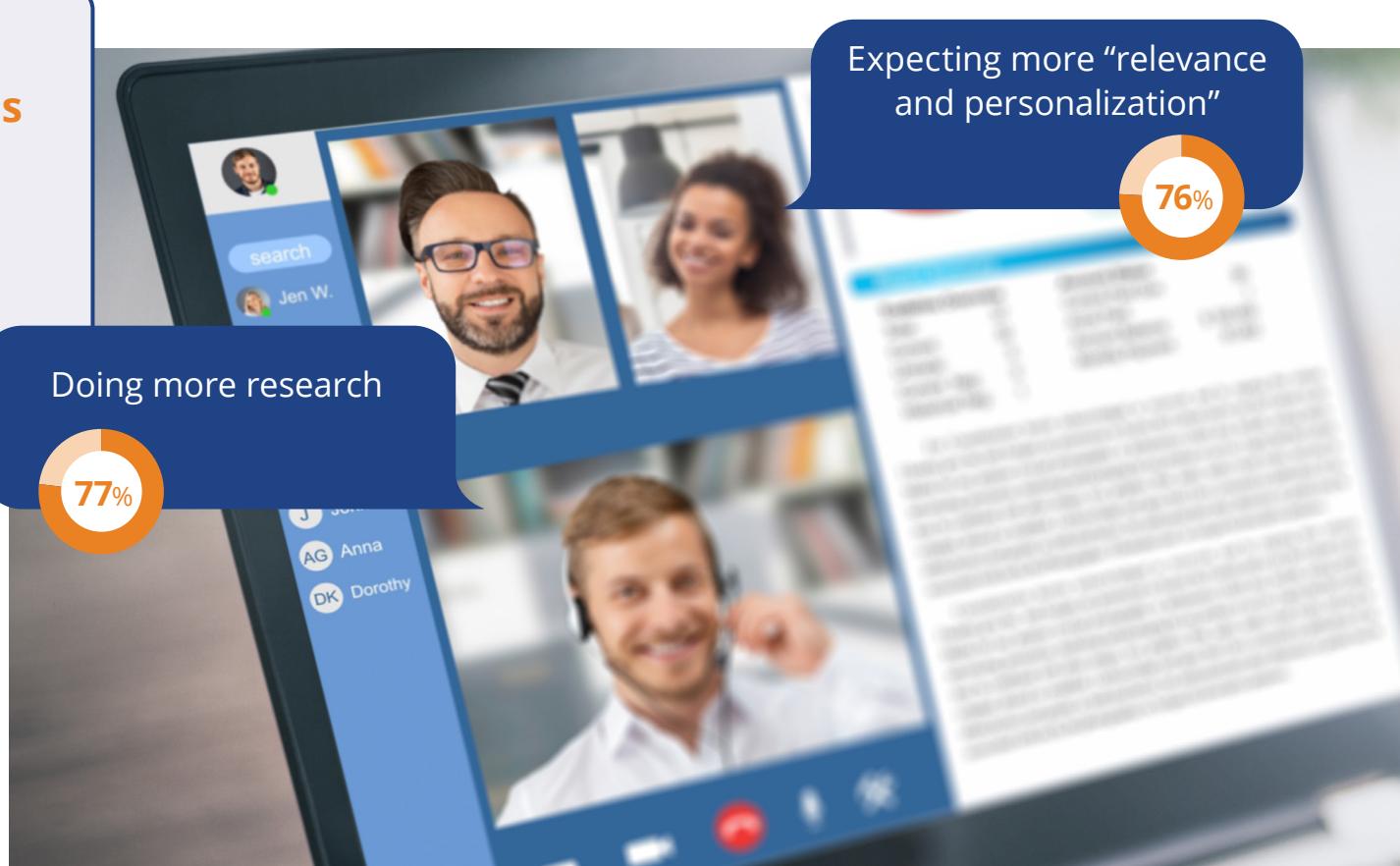
Doing more research

77%

Expecting more “relevance and personalization”

76%

Source



# 4. Team Collaboration and Specialization

Team connectivity and collaboration are some of the most significant challenges faced in a virtual sales environment. Physical distance can lead to less interaction, breeding miscommunication and a sense of disconnection among your team. Combat these issues with structured collaboration through regular whole team and small group meetings and increase training and coaching to help team members understand their role and hone their skills. Focus on honesty, adaptability, and communication as shared goals.

Specialization can also aid in better communication and progress among virtual teams. If team members have defined focus areas, they can hone in on streamlining their domain and are more adaptable due to their in-depth knowledge and comfort with their area of expertise. Your team's critical focus areas include database management, content creation, sales outreach, and sales coach, among other vital roles.

*"Organizations that equip their employees with the metaskill of learning how to learn, adapt, and change quickly will be better able to thrive and succeed."*

*—McKinsey & Company*



# 5. Secure Accessibility

Cloud-based systems are lynchpins to virtual sales, but the cloud's accessibility has a dark side in its vulnerability. More and more data is moving through the cloud, making it more susceptible to cyber criminals' nefarious attacks. In as recent as July 2020, Twitter was vulnerable to such attacks, exposing personal information from Jeff Bezos, Elon Musk, and Barak Obama, among millions of others. If such a high-profile organization can be exposed through social engineering hacks, your business can, too.

A person wearing a blue hoodie is sitting at a desk, facing away from the camera, looking at a silver laptop. Four orange speech bubbles are positioned around them, each containing a white exclamation mark icon and a different cybersecurity statistic:

- Cyber crime increased by 600% since the pandemic**
- Up to 98% of cyber attacks** rely on social engineering—the manipulation of people to divulge confidential information
- Only 3% of users** reported suspicious emails to management
- Almost 30%** of businesses will experience a data breach in the next two years

Source

# 6. Experienced Insights

If you're struggling to prepare your business for the world of virtual sales, look to the experts at NuGrowth to help you identify and fill your virtual sales gaps. Our sales enablement services bring you all the tools, training, and talent you need to successfully equip your business for virtual sales.

[Get in touch](#) with us to learn more about our sales and marketing systems and processes, expert data management, and custom virtual outreach campaigns.

Find us at **800.966.3051** or  
<https://nugrowth.com/contact> to learn more.



## Client results during 2020 virtual WFH





NuGrowth Solutions is an outsourced sales and marketing organization dedicated to helping companies grow through professionally persistent market outreach and strategic territory management. We use the term "outsourced" because that is the most commonly understood term in the industry, but a better description would be "branch sales and marketing." When you hire NuGrowth Solutions, you receive a fully operational branch sales and marketing office built to scale.

Our specialization leads to greater effectiveness in each stage of the sales cycle. Using our established sales as a service model, proprietary go-to-market strategies and established hiring, team building, and coaching techniques, we bring the people, processes, and systems to bring your organization to new heights in customer acquisition.

If you are interested in working with a partner you can trust to grow your business, [please give us a call](#).

