Sales Extinction Using Digital to Step Back From the Brink

Transcript
Think about this: only half of what made a seller great 10 years ago works today. Why? Digital has given customers the upper hand. They control the information they want, the speed they want it, and the deal is never done.

Still, fighting fire with fire isn’t working. Investing in digital isn’t enough. Doing it poorly is worse than doing nothing at all.

Also, companies are making things worse by staying satisfied with average sellers. Top performers get the recognition, laggards get the attention, but solid sellers are left to fend for themselves.

How do you get it right? Stop faking your digital capabilities. Instead, create a customer experience that rewards them for their attention, gains their affinity and lures them back again and again.

Get more on how to retool your sales for the digital age with our full report:

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About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with more than 323,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world’s most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US $30.0 billion for the fiscal year ended Aug. 31, 2014. Its home page is www.accenture.com.