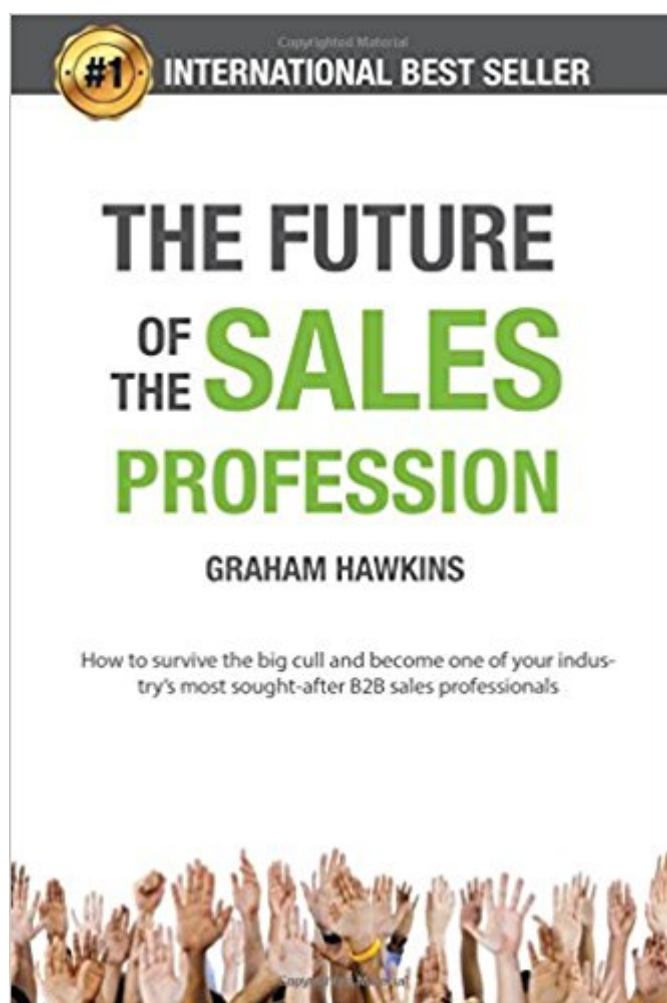


The book was found

The Future Of The Sales Profession: How To Survive The Big Cull And Become One Of Your Industry's Most Sought After B2B Sales Professionals



Synopsis

B2B sales is harder than ever before. Product lifecycles are getting shorter, sales cycles are getting longer, there are more competitors entering the market, and buyers are doing most of their research online before they even call you. When you finally get the meeting, buyers only want your best price. Despite all of this, your manager keeps asking for more – more calls, more meetings, more pipeline, faster, faster, faster! You're stuck between a rock and a hard place – a more challenging sales environment than ever before on one side, and ever-increasing quotas and expectations on the other. How will you respond? Wait and see how it all unfolds? Or fight for your career and your livelihood? In *The Future of the Sales Profession*, sales leader Graham Hawkins shares the cold, hard truths about the new realities facing the sales profession, and how you can protect and enhance your career. "The Future of the Sales Profession is a fascinating, sobering and enlightening book. If, as Graham suggests, over 20% of sales people will lose their jobs by 2020, then this book is the best survival guide you could ever hope for." – Cian McLoughlin, CEO of Trinity Perspectives "This book is a compelling and comprehensive insight into the changing nature of business in the 21st century. Sales people will all have to adapt, and Graham has articulate exactly how." – John Merakovsky, CEO SEEK Learning. "Graham Hawkins has nailed the future of selling in this must-read for every sales person seeking to prosper in the age of automation and customer empowerment." – Tony J. Hughes MD of RSVPselling Graham Hawkins is an author, speaker and the Founder of SalesTribe, the world's first career transition management company designed for B2B sales people. Businesses need access to modern sales best practices, and sales people need new opportunities. SalesTribe makes those connections.

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This is a book everyone in sales ought to read. It won't be a comfortable experience, so I fear many will avoid reading it or will reject what the author is saying. Nevertheless, it is a strong dose of good medicine that is absolutely essential for those who want to get better at B2B selling in 2017 (and into the near future). Among the most uncomfortable and most important points in "The Future of The Sales Profession" are:- A history of the sales profession. We can and should learn from history, but not many sellers understand how things have evolved. Knowing what's come before helps sellers see what's ahead (and what's outdated).- The importance of operating from your own passions. Authenticity in selling is becoming increasingly important, and the author makes a strong case for why and how this matters.- The difference between elite sellers and everyone else, according to research on customer loyalty. The book also covers the basics about what's forcing changes in buying and selling. For some, this will be review. For others, this will still be met with adamant denial. Believe it or not, like it or not, it's important to understand these factors. The author does a good job of reviewing them all and showing the cause-and-effect relationships. For sellers who are starting, struggling or want to be soaring, this matters a great deal. Prepare yourself for some hard truths and read this book. The sales profession improves one seller at a time!

Graham Hawkins is the [Chief Canary](#) in the coalmine. Anyone in B2B or B2C sales should listen to his warnings because the sales world has been changing for years while most of the [CXOs](#) and sales leaders have had their heads stuck in the sand. Nowadays, it is changing at an escalating pace as many of today's [CXOs](#) and sales leaders keep doing the same thing and expecting different results. (Insert definition of insanity here!) The sad and scary part is, just like Graham talks about extensively in this book ["The Future of the Sales Profession"](#), the sales professionals are going to bear the brunt of those changes by being laid off, downsized, rightsized, fired, automated out, etc. Graham lays out the findings of his research and the outside B2B salespeople, are the most at risk. His research shows that inside sales will increase over the years as outside sales will continue to shrink. Sales as an occupation will be forever changed in the next several years at a rapid pace. If you count on your sales profession to pay your bills like I do, then we must change- because if you don't, you will most likely end up

unemployed even if you are at the top of your sales team. Graham talks about the importance of not only branding your company as different than all the competitors but also, to do the same for yourself. This helps sales professionals to continue to benefit from the value add for their customers but also to increase strategies to build a sales professional's own brand or worth as an expert, especially if you choose to move to another company. Graham lays out a very specific step by step game plan to help reduce the chances of being one of the many B2B outside sales professionals who will be eliminated in the next several years. His plan helps increase your chances of staying relevant as an expert B2B sales professional as the changes take place. Again, anyone involved in the sales world needs to read this book. Being a twenty year B2B successful sales professional, I am very glad I did.

This book addresses the "elephant in the room", namely, that the sales profession has changed and will continue to change and for those that hold on to the way they have always done things or the ways they learned 20+ years ago, they will be left behind and risk becoming less and less relevant. One can either deny the realities that the author points out in multiple ways or take the messages as a call to arms to change - and revitalize - their careers. To me, it is one of the most clear and compelling messages for those that still want to have success in the sales profession, and it can serve as a roadmap for those that don't know where to start the change process. It is classic Graham Hawkins - honest, direct and thought provoking for those needing to reinvent themselves - or those just starting - in sales.

For more seasoned salespeople, there are no surprises here. For those wishing to launch a sales career, some good basics.

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