



THE COMPLETE GUIDE TO

Conversational Selling in 2022

How to move beyond chatbots and into the future of sales with AI augmentation.

con·ver·sa·tion

/känver'sāSH(e)n/

NOUN

a talk, usually an informal one, between two or more people, in which news and ideas are exchanged

Definition from Oxford Languages

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Conversational sales methodology

Active listening results in an engaging conversation

Customer-focused sales strategies bring companies more conversions and more satisfied customers.

Businesses that create an emotional connection with customers surpass their competitors' sales growth [by 85%](#). And can increase their revenues by [up to 10-15%](#) by improving their customer experience.

How can sales teams improve the customer experience? By using conversational sales. Conversation sales use advanced technologies such as AI augmentation and chatbots to drive conversations with customers and lead them to solutions based on their wants and needs.

In this guide, we'll discuss what conversational sales is, explore its benefits, and go over how to implement it into your sales strategy.

Top-performing salespeople listen more than they speak on sales calls.

Source: Gong

Time to embrace the digital age of selling

What are the differences between conversational selling and traditional sales?

Conversational Sales

Conversational sales rely on two-way dialogue, while traditional sales use contact forms and other limited exchanges.

Conversational sales aim to emulate a personalized in-store experience of conversing with an expert. There's a two-way exchange, which involves both parties asking questions.

As a result, the customer can get a feel for how a certain product works. And on the flip side, the sales rep can suggest the best product for the customer based on the customer's interactions and responses.

- » Utilize professional networks and existing relationships
- » Concentration on real people and human problems
- » Leverages warm introductions
- » Personalized and highly relevant conversation

Traditional Sales

When it comes to traditional sales models, customers consume content that a company creates.

If a prospect has a question about the brand or product, they generally have to use a contact form, which means they have to wait for the sales team to get back to them.

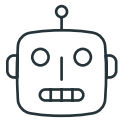
With traditional sales methods, customers aren't receiving a personalized experience that offers quick answers. The burden is put on the buyer to search for and find the information they are looking for during the sales cycle.

- » Target potential buyers through any channel
- » Random contacts with limited buyer intent insight
- » Rely on cold calling with a sales script
- » Generic sales process

Let your strategy drive the technology

What tools are used for conversational sales?

The tools a company uses for conversational sales can vary depending on the industry, the needs of customers, and the complexity of the sales cycle. But in general, companies use chatbots, dynamic sales chats, AI augmentation, and automated simple requests. Let's look at these in more detail:



Websites chatbot

Chatbots can answer basic questions. But if a customer's query is too complex for the chatbot to answer, the results can be limited.

- » Canned responses built as 'playbooks'
- » Direct the prospects to the right content or person based on their query



Live website chat

You can integrate dynamic sales chats with chatbots. Through dynamic sales chats, agents can answer a lead's question in real-time.

- » Instant access to a human
- » This can include video chat, screen sharing, and voice calls



AI assistant

This new wave of information insights allows for information to be surfaced to sales professionals at the right moments for the accounts that they are targeting.

- » Real-time content for applicable accounts
- » Come prepared to every meeting without having to do extensive meeting prep or research



Self-service automation

Set up systems to help customers carry out certain actions on your website without having to call or talk to a sales agent.

- » Virtual appointment setting
- » Product availability and order status

Become customer obsessed

Conversational selling involves engaging prospects through direct dialogue. This can take place via chatbot (with responses built by humans) or a live company representative. The aim is to create a more human-centered experience versus a sales pitch. **The focus of conversational sales moves away from selling a product to meet sales KPIs, and more towards the building a relationship with the customer.**

You can use conversational sales to encourage prospects to talk about their wants and needs, and **cater your value proposition based on the prospect's responses.**

A chatbot can help a prospect who might ask for additional details about a business or may be looking for a link to a product page. Or in a more complex sales cycle a sales representative might use conversational selling techniques to reach out to a potential customer to talk about recent news or a press releases about the prospect they are trying to reach.

Conversational sales is a prospecting methodology, meaning it targets customers who are qualified or ready to buy. And for those who aren't ready to buy, you can use sales conversations to help facilitate the questions or doubts hesitant prospects may still have about a product or service.

And even if a prospect is no longer interested in the offering they inquired about, conversational sales can give you information to help guide them toward another solution your company offers.

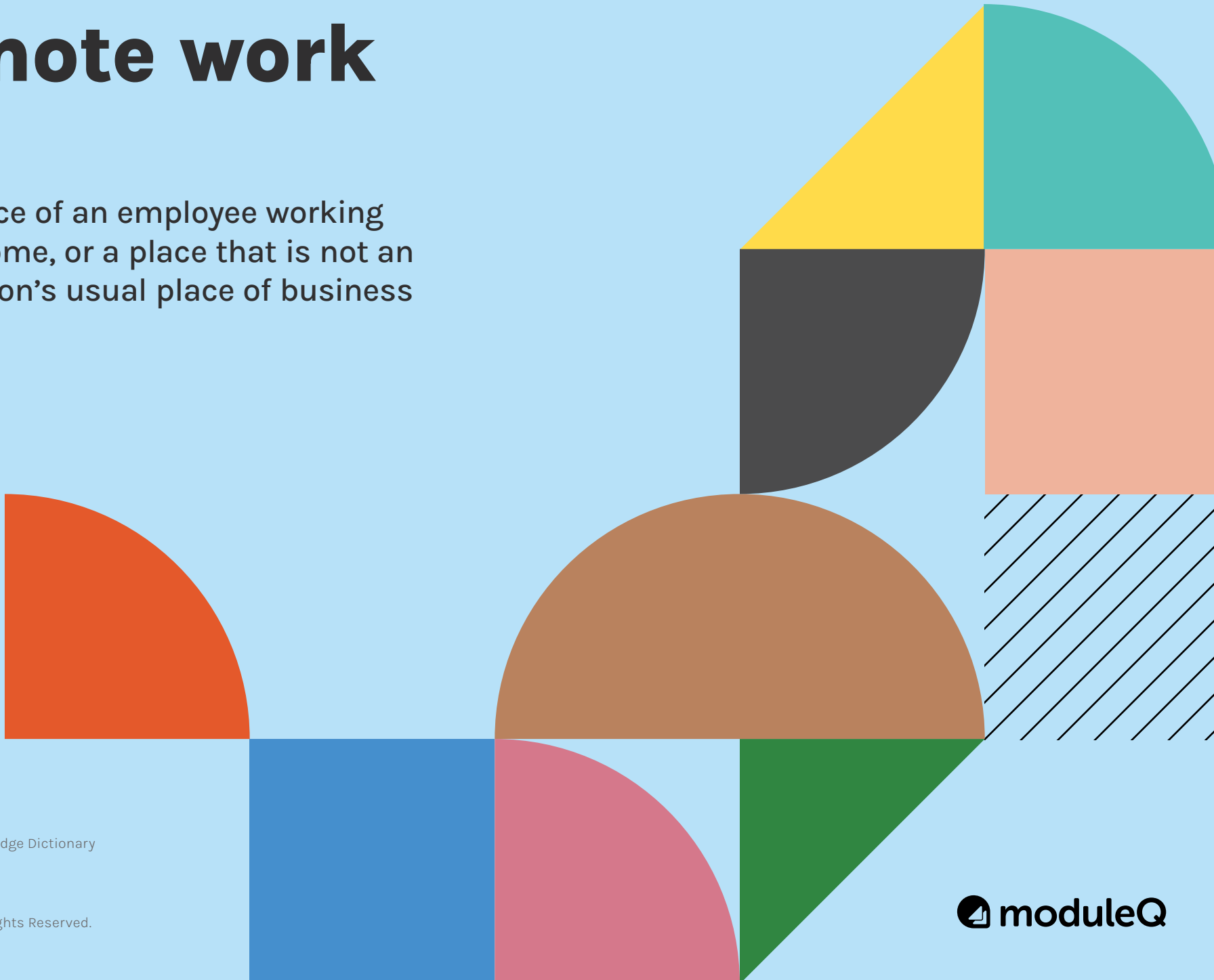
For example, maybe a prospect likes some features of a product but doesn't need all of its capabilities. You could offer them a less robust solution with fewer features and a lower price. You're not only addressing their needs, but you're also giving them a lower price that they likely weren't expecting.

re·mote work

/re'mōt/ /werk/

NOUN

the practice of an employee working at their home, or a place that is not an organization's usual place of business



Definition from Cambridge Dictionary

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Selling into the hybrid workplace

In today's digital world, pretty much everything is online. From shopping to networking, consumers can engage in all kinds of activities on the internet that they weren't able to do before. The same goes for the workplace. COVID-19 has created new ways of working.

Many businesses have adopted a hybrid model, which combines aspects of remote working and in-office working. The hybrid workplace is also affecting sales reps. Reps now won't have as much opportunity to engage with prospects in person as they did before. Now they must spend more time connecting with customers through digital channels.

According to a Gartner report, [80% of B2B sales communications](#) between buyers and suppliers will take place digitally by 2025.

“Sellers will go back to face-to-face meetings but not remotely close to pre-pandemic levels. Digital transformation was coming no matter what.”

Craig Rosenberg, Distinguished VP-Analyst, Gartner

Top 3 challenges of remote selling

1

Staying motivated and productive

We're all overworked, overstressed, and our brains are tired. We have trouble focusing on work that matters because we don't know what to do next or where to find the right information. Our lives can be overwhelming with so much content coming at us from every direction. Even worse, we often miss important news altogether because it gets lost in a sea of irrelevant information and social media noise.

2

Manually searching for information

The world is becoming increasingly complex and interconnected, which means that it's getting harder for people to make sense of the various information sources on offer. Search engines rank content based on word logic rather than user logic, and stories that matter to you are getting buried under other content. Worse still are enterprise search engines that struggle to connect all your internal systems and find what you are looking for.

3

Information overload

Information overload refers to the volume of information exchanged in the workplace as well as the poor quality of information shared with employees ([Smarp](#)). We have access to more data than ever before, but we don't know how to organize this data or how to get it. This leads to widespread information overload, and ultimately employee burnout.

AI technologies can take that contextualized information and push it to an organization's different teams and systems, allowing the intelligence to flow through networks of people as they work to uncover insights and solve problems in real-time (Deloitte).

Top 3 benefits of remote selling

1

Create a more human buying experience

With conversational AI, your customer experience no longer feels like an empty store or generic catalog. In these situations, the only way to greet a customer is through lead forms.

Now you can actually “speak” to your prospects and allow them to start a conversation when it’s most convenient to them. This makes them feel like they’re actually interacting with a human and building a relationship.

2

Account-based personalization at scale

Align your sales strategy with today’s buyer expectations by making it easy to target high-value prospects and prioritize leads who will be most likely to convert into customers. AI augmentation helps make sure you’re delivering a personalized experience for buyers at every stage of the buying process, whether they’re just starting their research or ready to buy.

3

Shorten the sales cycle

When you qualify leads through conversation, deals tend to close faster than when you qualify leads through traditional methods. That’s because you’re targeting customers who are more likely to buy. Use tooling to regain or build on the momentum to shorten your sales cycle and increase your win rate with tailored account insights for personalized communications.

aug·men·ta·tion

/,ôgmen'tāSH(e)n/

NOUN

the action or process of making or becoming greater in size, number, strength, or extent; to increase

Definition from Oxford Languages

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AI augmentation with ModuleQ

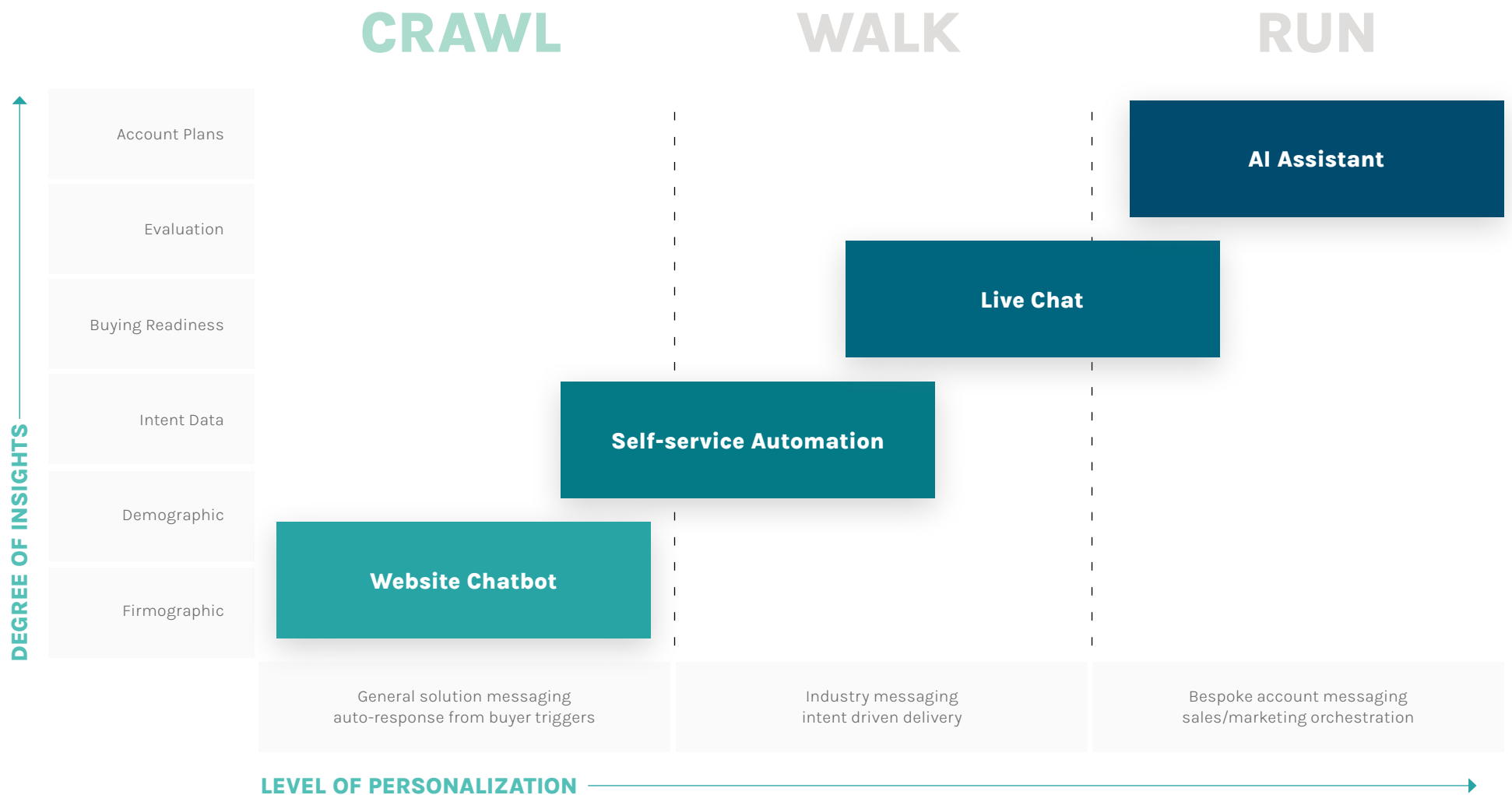
Account-based marketing (ABM) is challenged to respond faster with relevant messaging through social media and other digital channels. Sellers have learned that Account-Based Marketing and ultimately Account-Based Selling is a critical strategy for engaging customers in shorter cycles.

Account-Based Selling requires Account Managers to be proactive much earlier and regularly engage decision-makers at target accounts that reflect strategic importance, not just those on deals currently underway.

AI augmentation delivers the right information, before asked, to boost individual and team effectiveness, creating a better employee experience.

ModuleQ connects the dots for your professionals, yielding key business insights distilled from their data (calendars, email, social, etc.), internal business data (proposals, reports, memos, etc.), and external business data (news and subscriptions).

Conversational sales maturity model



Inbound Engine

Here's how to get started with conversational sales in your inbound tools

1

Replace website forms with conversations

Replacing lead forms with conversations is the first step to implementing conversational sales into your sales strategy. So if you have a link on your site that says “Contact Sales”, change where it's leading your customers. For example have it open a window that connect leads with sales reps via chat.

That way, if they have questions, they can get answers to them right away by chatting with a sales rep in real-time.

2

Add self-service automations to certain tasks

let customers perform certain tasks on your website, such as scheduling demos or meetings with sales reps. By doing so, you'll eliminate the need to call or email leads to schedule demos or meetings. Leads can do this within the same messaging window they began their conversation in.

3

Target conversion-driven pages with chatbots

Set up a chatbot that asks similar questions your sales team asks. For example, “What brings you to our site”? “What will you use our product for?”

Target pages your customers usually visit before converting on a KPI like your pricing page. You can configure your chatbot so that only people who have visited certain pages can see it

Outbound Engine

Here's how to get started with conversational sales in your outreach

1

Use news signals to trigger outreach

Using an AI augmentation tool like ModuleQ helps sellers connect with the right account when it is most meaningful. Your opportunity stakeholder gets quoted in a press release, AI Augmentation notifies you first. Your prospect closes the quarter at an all-time revenue high, AI Augmentation notifies you first. Take full advantage of news and intent signals with your prospects to accelerate the sales cycle.

2

Live chat to answer questions real-time

Buyers aren't responding to emails like they used to. They're more suspicious and a lot savvier. They want real-time messaging. And they want instant answers to their questions. To deliver this, connect outbound email to a live chat link. This involves adding links in your emails that trigger real-time messaging.

And make sure the rep who sent the email is the same rep that appears in the messaging widget to make the transition as seamless as possible. If the rep isn't available, set up a virtual assistant to keep the conversation going.

3

Come to every conversation prepared

Always come to conversations prepared with engaging topics and real-time account insights from your AI augmentation platform. We know your employees don't need another tool, they need help organizing and prioritizing information. AI augmentation can help you retain your top talent by making sure they aren't drowning in excessive amounts of information.

How conversational selling can accelerate revenue

When it comes to sales, it's important to remember that the customer is always at the center. That's what conversational selling is all about.

It's not pitching customers about a product and talking about how great a product is. It's about gaining more insights into a customer's wants and needs, and delivering a solution that meets those demands.

The more a customer sees how they can benefit from a product, the more likely it is for them to purchase that product. Conversational selling allows you to help your customers in the most natural, human way possible. This drives revenue acceleration.

Through conversational selling, you can:

- » Engage website visitors
- » Target potential buyers
- » Accelerate deal cycles
- » Grow customer value
- » Transform customer engagement
- » Increase sales productivity

70% of customers say connected processes such as contextualized engagement based on earlier interactions are important to winning their business.

Salesforce, State of the Connected Customer Report



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We believe that content is only useful with the right context. The smartest business solutions come from meeting users where they are. We are creating technology that respects and enables human relationships through information delivered in the tools they are already using daily.



To learn more please visit ModuleQ.com or see how we can help you drive more revenue, or [book a demo](#) today.