

# 4 FUNDAMENTAL WAYS DIGITAL-FIRST SELLING IS DIFFERENT THAN IN-PERSON

(and more effective!)

1

## BEING HELPFUL > BEING CONVINCING

Selling is hard. Buying is harder. It is more important than ever to focus on helping your buyer in every step of the journey.

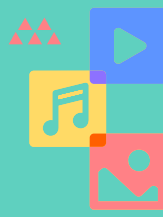
### FOCUS ON KEY FACTORS:

Identify how your buyer builds requirements, frames the problem, and develops consensus. Most importantly, identify what ultimately leads them to buy. Other crucial items to determine are stakeholders and possible key players.



2

## CONTENT IS MUCH MORE THAN MARKETING.



Content now plays a much more important role in the sales cycle.

## NOT ONLY DO YOU HAVE TO BE HELPFUL, BUT YOU HAVE TO DO SO ASYNCHRONOUSLY.

Content has evolved from brand awareness and top of funnel messaging. It needs to be developed for every stage of the buying journey: Discovery to Decision to Close to Execution. Determine what messaging converts at each selling stage, and leverage tools to track and capture these insights.

3

## ASYNCHRONOUS VS SYNCHRONOUS

Relationships must now be built asynchronously (chat, email, etc. — on a consistent basis.)



## YOU CAN NO LONGER RELY ON ONSITES, DINNERS, SOCIALIZING, AND ALCOHOL TO DRIVE MEANINGFUL CUSTOMER RELATIONSHIPS.

People have been building meaningful relationships virtually for decades. It's finally time to embrace this in selling motions. How are you consistently delivering value to your customers? Leverage those tactics and resources for new business, too.

# DIGITAL-FIRST SELLING, CONT'D

4

## MEASUREMENT: THE NEW "READING THE ROOM"

Digital activity measurement will now replace reading the room.



## MEASUREMENT IS NO LONGER SOLELY DEFINED ON READING INTEREST AND INTENT.

Identify what your buyer is most interested in through data touchpoints. Questions to ask: What digital resources did they download the most, and where are the common threads? Where are certain customer profiles getting stuck, and how can you be most helpful?



## DIGITAL-FIRST IS THE FUTURE.

The proof is in the data. Your buyers — both existing and new — are falling into a permanent hybrid-work life, and digital-selling not only fits that mold, it's how global sales is evolving.

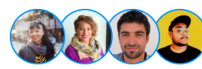


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## Filo Deal Rooms Preview

Dedicated portals for cross-team and organization collaboration.

Regional Breakout MEETING IN PROGRESS



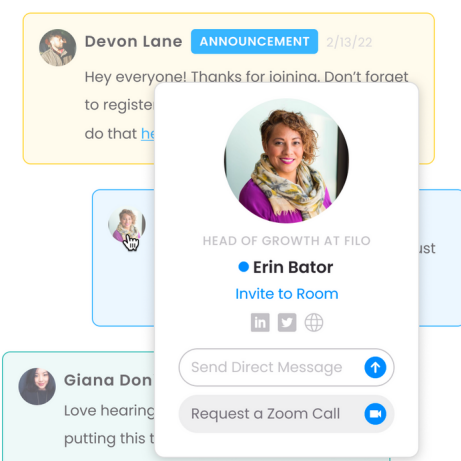
Join meeting

Links & Resources

- Complete slide deck
- Event Summary
- Event banner image

Close Plan 1/3 Complete

- Proposal Approval
- Onboarding Review
- Legal Review



Leaders who use Filo Deal Rooms see:

- 20% increase in win rates
- Deals close 50% faster
- Higher CSATs

Decision Maker

Marketing

Deal Team

East Coast

Account Exec

