Top Sales Trends in 2019

Customers are savvier than ever before, and they are also bombarded with more sales messaging than ever before. In order for salespeople to stand out, be remembered, build relationships and get new customers, professional salespeople need to stay on top of the latest sales trends, tools and techniques.



1. Millennial Marketing: While marketing to millennials has been a trend for a couple of years, in 2019 understanding the needs and how to market to different customer types, especially different generations. Get ready... Gen Z isn't far behind!
2. AI in the Sales Process: New artificial tools can help salespeople determine the best way to contact a prospect or understand their needs.
3. B2B Influencers: B2C influencers are a well-established marketing strategy, particularly on social media. B2B influencers must have industry credibility and the marketing must take place in an industry-respected network or platform.
4. Relevance Overtakes Personalization: The #1 trend according to Sales Hacker is the need to make your sales strategy relevant to the buyer.
5. Omni-Channel Marketing: An integrated sales approach on multiple channels at once helps salespeople engage with prospects where they live: and most people live on more than one social media or digital platform.
6. Conversational Marketing: Answering people's questions in personalized, 1:1 conversations and targeted, real-time messaging and intelligent chatbots instead of traditional lead forms give a more personal buying experience.
7. Brand Experiences: Buyers want experiences from brands, not just their products.