



WORLD TRADE CENTRE®
VANCOUVER

Growing Your Business in a Digital-First Economy

with Shane Gibson

#WTCVancouver

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“ “ If the rate of change on the outside exceeds the rate of change on the inside, the end is near.

- Jack Welch

“The world has gone through two years worth of digital transformation in two months.”

Satya Nadella – CEO
Microsoft





“I’m not going to the store anymore, I just order it online and they bring it.”

– Beverley Gibson (my Mom)





Most B2B seller interactions have moved to remote or digital ...

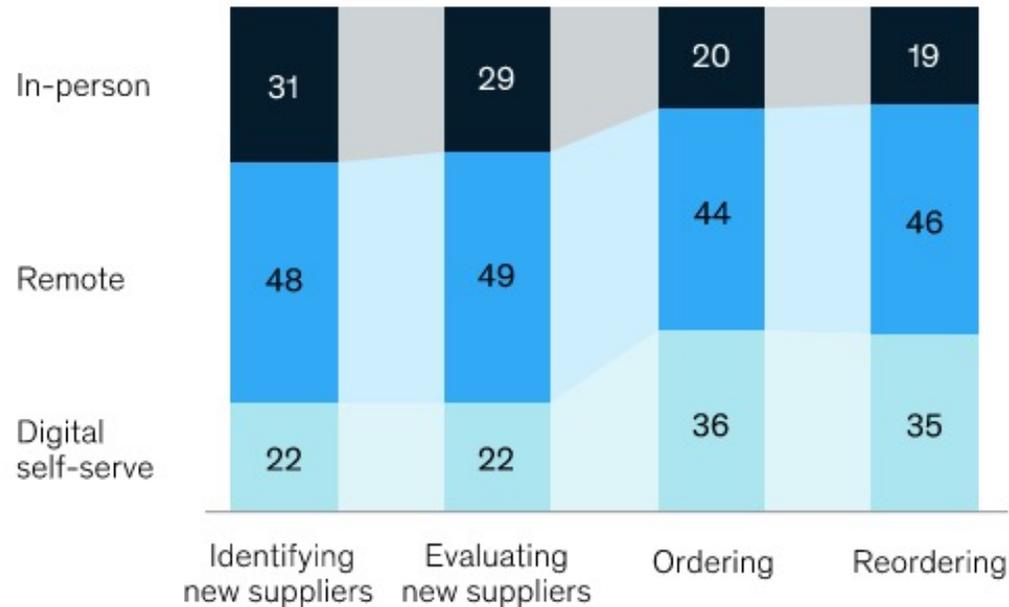
... and that's exactly what customers want.

McKinsey
& Company

[2021 Study](#)

Current way of interacting with suppliers' sales reps during different stages^{1,3}

% of respondents



of B2B decision makers prefer remote human interactions or digital self-service^{2,3}

Why?

- Ease of scheduling
- Savings on travel expenses
- Safety

Remote and hybrid are here to stay

Over 20% said they would look for another job if their managers mandate office returns and 57% said they would prefer to split their time equally between in-office and at home.

- (1600 person survey - Angus Reid Forum conducted on behalf of [Amazon March 2022](#))

“...more than 55% said they are less likely to accept a job opportunity if the company mandates full-time work from the office.

...it even trumps workplace culture, growth opportunities, advancement or training, and in-office perks”

- Future Forum



“roughly half of today’s work activities - including large numbers of white-collar roles - could be automated by 2055.”

(A future that works: Automation, employment, and productivity)

– McKinsey Global Institute

Shifts from 2020/2021 to 2023 & Beyond

2020/2021

2023 and beyond

Reactive



Permanent redirection

Multi-screen & always on



Ambient, smart and on-demand

Traditional sales using digital



Virtual sales culture (Hybrid + Social)

Sales enablement



Customer enablement

Digital savvy



Digital disciplines

Scaling through headcount



Scaling via Cloud sourcing, AI & ML

Social media team



Social business culture



5 Stages of Digital Reinvention

WHERE
ARE YOU
NOW?



Virtual Sales Competency Map





Social selling leaders get better results

+45%

Social selling leaders create **45%** more opportunities than peers with lower SSI.

+51%

Social selling leaders are **51%** more likely to reach quota.

+78%

78% of social sellers outsell peers who don't use social media.

Tactical Remote Leadership Tips:

1. Provide process automation tools
2. Shorten your meetings and reduce irrelevant attendance
3. Be very clear on what is remote, in-person and hybrid
4. Increase your check-ins
5. Forced digital black-out periods
6. Start Virtual Coffee groups
7. Invest in virtual/remote health programs, and equipment
8. Limit non-urgent communications to work hours
9. Lead by example
10. Trust your people



Action Steps

- Start building “You Business 2.0” as a digital-first platform
- Build processes and strategies as remote, social and hybrid
- Find and develop staff and partners with a high TQ
- Think social business versus digital campaigns
- Think digital reinvention culture versus goal