



The 2021 Sales Skillset

with
Matt Milligan
&
Ash Ali

Ice Breaker

Who are we?



Matt Milligan

I am....

- Matt Founded the EY Startup Network aged 22 to mentor early stage startups
- Co-Founder of Uhubs



Who are we?



Ash Ali

I am....

- First Marketing Director of Just Eat
- He was included in the Top 250 Growth Hackers and the Top 100 Asian Tech Stars in the UK
- Co-Founder of Uhubs



Coming up



 **Inside the mind
of Sales Leaders**



**2021 Sales
Toolkit**



**Meet some
Amazing People**

About You

1

Where are you
livestreaming
from?

2

What do you
want to learn
from us?

3

What are your
goals for 2021?



Inside the mind of Sales Leaders

A thin, dark grey line that starts at the bottom left of the text 'Leaders', extends horizontally to the right, and then turns 90 degrees downward to extend vertically.

2021 Remote Sales Culture Study:

The Companies

Qatalog

 **ebsta**



mni

 **crowdcube**

 **smarp**

 **invision**



Cognism 

 **SalesLoft**

Uhubs

Sales Leader insights



1. TRUST IS MORE IMPORTANT THAN EVER

2. COMMUNITY IS HUGE FOR TEAMS

3. SATURATED MARKET OF HIGH QUALITY CONTENT

4. SENSEMAKING

5. COMING TOGETHER OF SALES AND MARKETING

**6. CUSTOMER INTERACTIONS
WILL BE MORE LIKELY LATER
IN THE SALES PROCESS**

7. SALES AND MARKETING TEAMS WILL BE 'HYBRID' THROUGH 2021



Breakout rooms

**FIND 3 THINGS YOU
HAVE IN COMMON
WITH THE OTHER
PERSON**

**WHAT WAS THE BEST
TECHNIQUE YOU
USED THIS
YEAR/YOUR SALES
HIGHLIGHT OF 2020?**

What skills do you think you need?

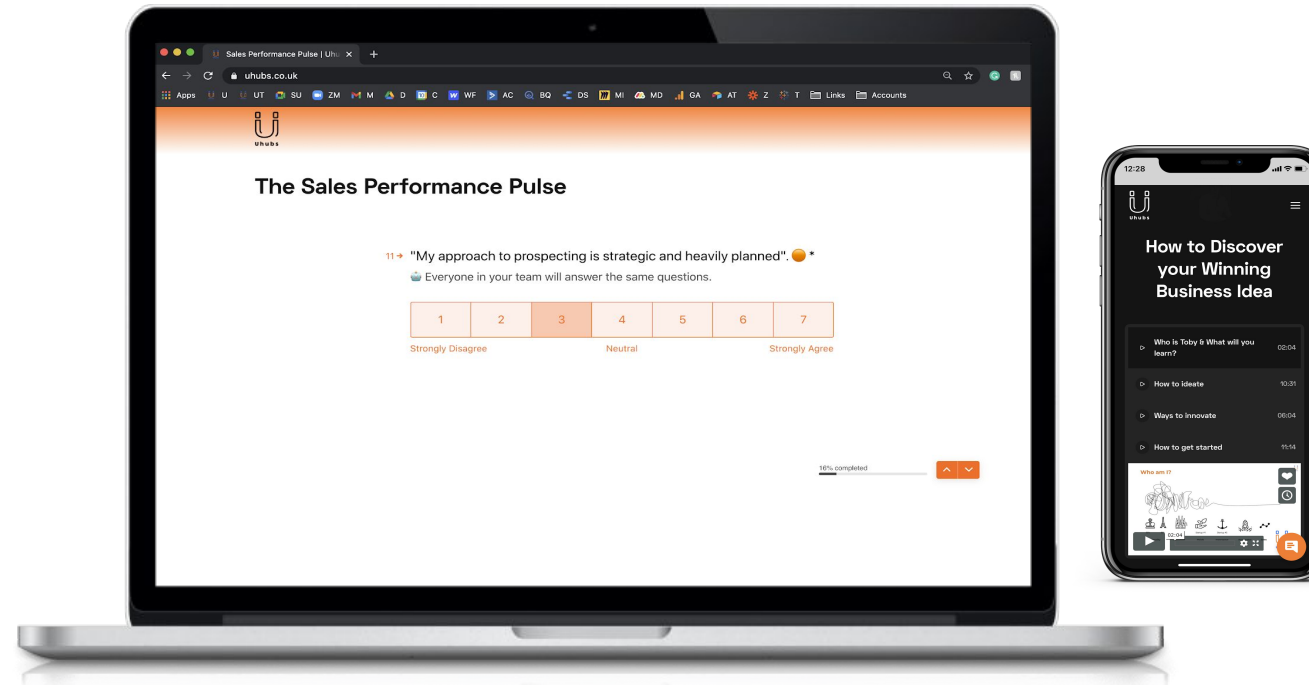
in 2021

Share in the chat or unmute yourself.

SPP **(Skills performance Pulse)**

Share in the chat or unmute yourself.

The Uhubs Sales Performance Pulse™



Benchmark
yourself against
the SaaS
industry



Get data-driven
insights to
drive your
performance



Become on the
complete sales
person

Strong & Weaker areas in SPP

High/Low scoring skill areas

Motivation

75.7%

Communication

74.2%

Research & Insights

65.7%

Time Management and Planning

62.8%

What this means...

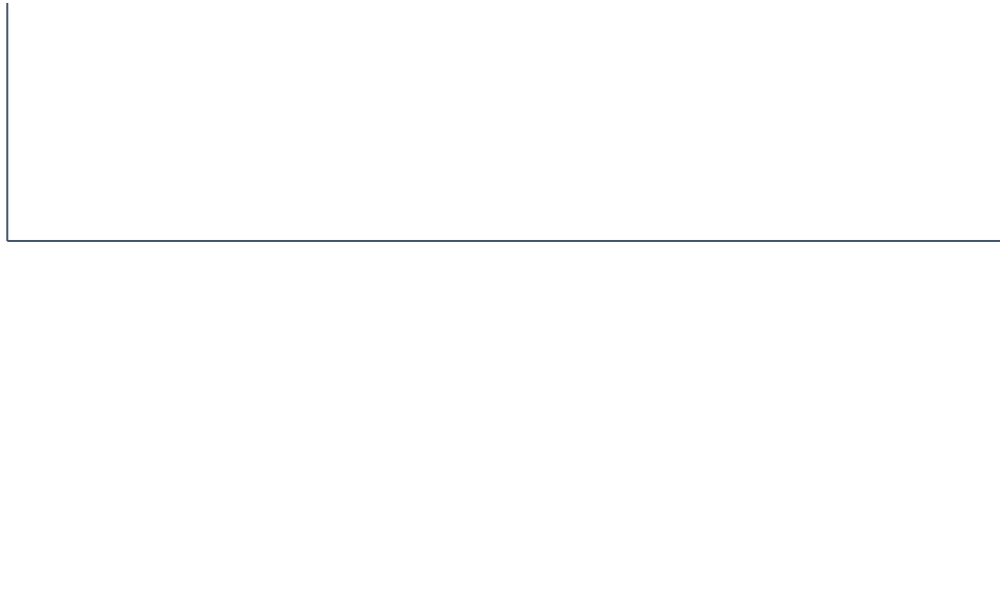
- **Despite remote environment, motivation high**
- **Communication in-demand**
- **Need to tailor customer interactions through research**
- **Our days are running away**

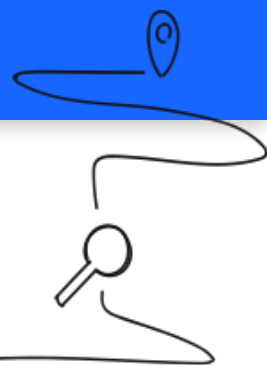
POLL

POLL

Networking time

insights





Stay in touch



Matt Milligan



Ash Ali

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