



Uhubs

# 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

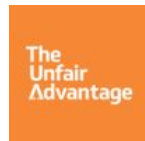


# Who are we?



## 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 black L-shaped line starting from the bottom left of the word 'Leaders' and extending horizontally to the right, then vertically down to the bottom of the page.

# 2021 Remote Sales Culture Study: The Companies

Qatalog

 **ebsta**

 salesforce

**mni**

 crowdcube

 smarp

 **in**VISION



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

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Share in the chat or unmute yourself.

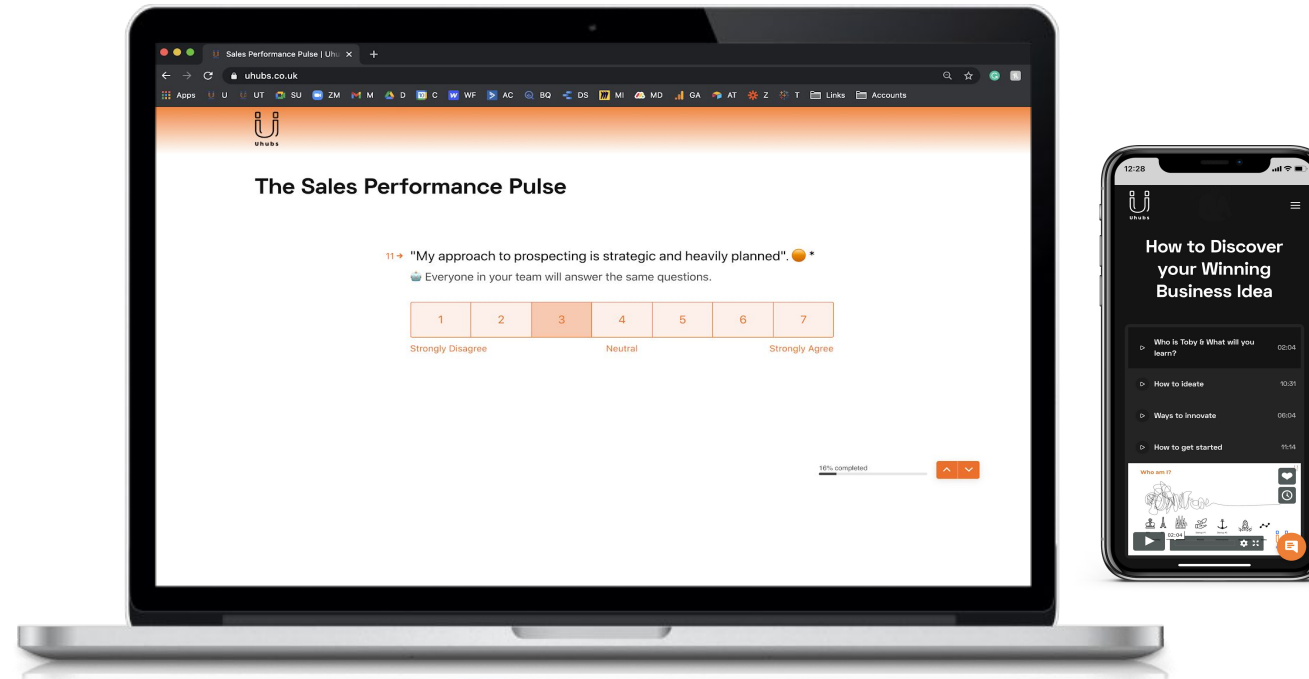
# SPP

## (Skills performance Pulse)

A thin black L-shaped line that starts with a vertical segment on the left, then turns 90 degrees to the right to form a horizontal segment, ending with a short vertical segment on the right.

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...

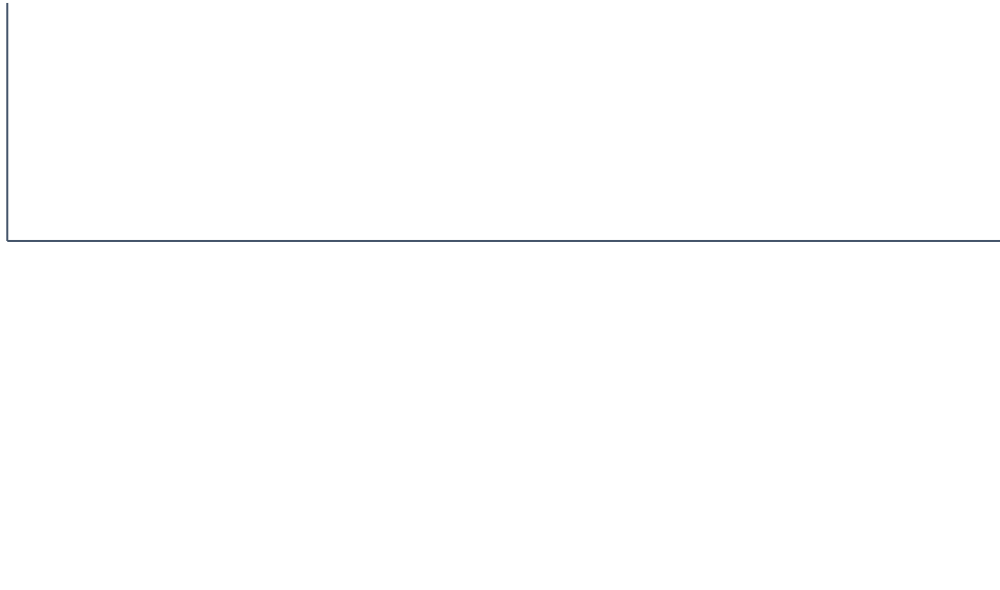
- **Despite remote environment, motivation high**
- **Communication in-demand**
- **Need to tailor customer interactions through research**
- **Our days are running away**

**POLL**

**POLL**

# Networking time

insights







# Stay in touch



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