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## Sales and Marketing Trends for 2010

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Business Development

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As a new year begins, expectations are high for a full economic recovery. Companies are ready to loosen up their purse strings and emerge out of this recessionary cocoon stronger and better than ever. Here are seven sales and marketing trends to help guide your company:

- (1) Companies will shift their focus from cost-cutting to revenue generation as we emerge out of the recession in 2010. Business development through **effective sales and marketing strategies** will be the key to a healthy return on investment.
- (2) As the economy improves, companies will start hiring salespeople again and invest in **good sales skills training** to help their sales force hit the ground running. Look for companies to **hire more local reps** to cover locally based sales territories as companies try to reduce their travel expenses and help save the environment.
- (3) Companies want to know that they have the best salespeople in place and are willing to pay for performance. They will move towards a more **performance based compensation structure** with a lower base salary and a higher commission and/or bonus structure.
- (4) **Social media** like **Facebook, YouTube, LinkedIn, Twitter** and **blogging** will continue to evolve and be an economical way for companies to brand themselves and market their companies' products or services to its users, as companies recognize that there is an appetite for user-generated content.
- (5) As global warming threatens to destroy our planet, consumers are more environmentally conscious and are inclined to buy from companies that produce a lower carbon footprint and manufacture greener products. **Green marketing** will be an important way for companies to communicate their commitment to protect the environment and to satisfy consumers' desire to deal with environmentally responsible companies.
- (6) With the growing number of cell phone users and other mobile users, companies will recognize the importance of **mobile marketing** as part of their integrated marketing strategy to increase brand awareness, generate customer opt-in databases and drive attendance to specific events and locations.
- (7) **Apple** is leading the way in the development and marketing of mobile applications. Other companies are learning from Apple's success and developing applications to promote their own products. Look for exponential growth in **application marketing** as companies recognize the huge market potential for mobile applications.

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### About the Author:

Eleanor Kwan, CSP, is a Toronto-based consultant and trainer, who provides expertise in the areas of business development, sales and service through strategy consulting and professional skills training to help companies increase revenues and client satisfaction. For more information, visit [www.ShapeYourVision.com](http://www.ShapeYourVision.com).