

HOW TO WIN SALES FROM B2B BUYERS IN 2018

Selling to businesses can be tough. Yet some businesses are forging ahead.

The B2B landscape has changed dramatically in recent years. Businesses that haven't adapted to these changes are often finding that meeting their sales target is getting harder and harder.

Traditional sales and marketing approaches and techniques are less effective on modern B2B buyers.

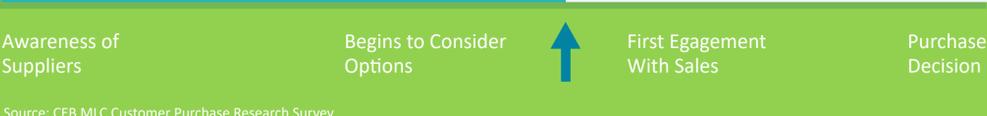
They now conduct more research and self-education prior to engaging with potential suppliers' sales functions.

This impacts marketing, lead generation and sales.



THE NEW RULES OF THE GAME

BUYERS DELAY INSTIGATING CONVERSATIONS WITH SALES UNTIL LATER INTO THE BUYING CYCLE



Source: CEB MLC Customer Purchase Research Survey



Help Your Prospects Self-Educate

Building a content library will help your prospects conduct the research and self-education they want to undertake.

Develop a range of Whitepapers, Guides, Articles and Case Studies in addition to traditional product or service marketing collateral.

The Shift from Sales to Marketing

Traditionally Sales reps would be involved fairly early on. Not anymore. Marketing is now more important over a longer Pre-Sales engagement period.

Budget, resources and focus now needs to be realigned to reflect the greater importance of marketing.



Buyers are Still Human. Appeal to Their Emotions.

Developing Buyer personas helps to understand your prospects, their needs, fears, challenges and aspirations.

Marketing needs to include messaging that resonates with Buyer's personal needs, not just the needs of the business.



Build a Data Asset

Modern marketing still relies heavily on being able to share your content, sales and marketing messages with your target audience. So building a database of prospects is vital.

Often lead generation campaigns such as telemarketing, event or PPC can be a useful way of capturing data and feeding your marketing programme.



Overcome Fear & Anxiety

Choosing to work with a previously untested supplier is high risk for a B2B buyer.

Assurances from Sales alone is often not enough; marketing needs to provide supportive proof and evidence to help assure the Buyer that choosing you is low-risk.

Sell on Value Not Price

Buyers are looking for Suppliers that can add value to the businesses they work for. And Buyers are sensitive over the personal implications of a poor purchasing, price is a much lower factor than Sellers believe.



Implement Lead Nurturing

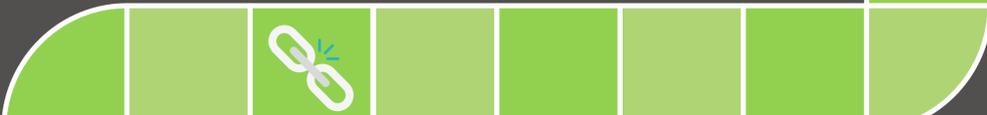
Often the buying cycle for B2B purchases is considerable.

Lead nurturing maintains and builds awareness of your brand even when they are not actively looking for a new supplier; so that you're at the front of their mind when they are.

Integrate Lead Generation

With more marketing channels to choose from than ever, it's likely you'll have more than one way of reaching your prospects (or them reaching you); inbound, outbound, traditional or digital.

Integrating these different techniques and campaigns will increase ROI across the board.



Connect Sales and Marketing Departments

Personalisation of content will provide a significant uplift in marketing campaign and lead generation performance, along with increasing sales conversion rates.

Marketing automation can help you to deliver the right person to the right person at the right time.



Addressing Each Part of the Buying Cycle

Do you have messaging that addresses the pain points of each phase of the buying cycle?



Human Interaction is Still Invaluable

Although Sales are usually involved later in the buying cycle, Buyers' self-education means that Salespeople need to be more knowledgeable than ever before. Human interaction is still a vital part of creating confidence with B2B buyers throughout the buying cycle.

Telemarketing's role has evolved to include lead nurturing, qualifying prospects and capturing valuable data that is fed into marketing and working as part of integrated lead generation campaigns.



Help Sales to Perform

Although you may not need as much Sales resource, it is important to maximize the effectiveness of what you have.

Marketing shouldn't cease when Sales get involved. Successful B2B businesses continue to market to Buyers through the time they're engaged with Sales. A marketing programme that nurtures live-sales leads will increase sales conversions.

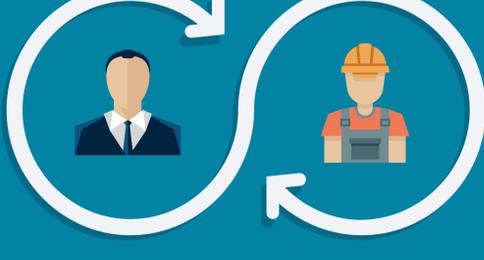
INTEGRATING MODERN MARKETING AND SALES

Marketing only pass Sales qualified leads that are at the right stage of the buying cycle.

Fewer leads but of a higher quality means less wasted leads and allow Sales to do what they do best; **CLOSE SALES.**

CLOSE SALES.

Any leads that are qualified out by Sales are passed back to Marketing to continue nurturing; less leads are wasted because of poor sales follow up.



SUMMARY

- > B2B buyers delay talking to potential Suppliers until later in the buying cycle; whilst they undertake their own research and self-education.
- > Marketing now play a much greater role throughout the entire buying process. Resources and budget is moving from Sales into Marketing accordingly.
- > Buyers have their own personal objectives and fears, which are often as important to them as the needs of the business.
- > Businesses that have adopted lead nurturing have seen better return from lead generation activity and increase sales lead conversions.
- > The Rules of the Game may be new. But Sellers can adapt to these changes. With the right expertise, skills and resources, Sellers can successfully connect with B2B buyers, add value and build partnerships. Getting this right means both sides win.