WebInsights

THE ULTIMATE GUIDE TO B2B SALES TEAM SUCCESS

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Introduction:
Your complete guide to B2B sales Team Success

As a sales leader, you'll know that there are many challenges facing B2B sales teams. The sales cycle is complex, lengthy, and involves multiple decision-makers. In addition to this, large volumes of traffic can be hard to draw actionable insight from or allow your team to identify buying intent effectively.

Yet it's critical to understanding every part of the buyer's journey to maximize opportunities and improve your teams' efficiency when closing deals and driving revenue growth. Ultimately this will be the difference between an average performing team and an exceptional team and defines how successful your sales strategy is.

So, what is it that top sales teams do differently? How can you better understand prospects? Which critical sales questions need answering?

Our guide will answer all these questions, providing you insight into a changing industry and how you can get a step ahead.

Martin Boyle,
Marketing Director, **Web Insights**

The biggest challenges facing B2B sales teams

Over-selling to prospects

Your sales team must take the time to understand a prospect's requirements so that they don't oversell or kill prospects with an information overload.

> B2B buyers want products and services that are easy to understand, buy, and use.

Rushing prospects

Naturally, as B2B sales cycles are longer, they require a lot of back and forth correspondence. Knowing when to contact prospects without rushing them is a fine art. But, the more your team can understand what prospects are looking for and what their expectations are, the easier it will be to add value. In doing so, your team will be in a position to follow up with relevant resources without rushing prospects.

> Ensure your sales team is offering something valuable to the prospect every time they speak to them.

Limited communication with prospects

However, a lack of communication can be just as detrimental. Follow-up calls and emails will add value and create a connection with the prospect, helping to develop a relationship. A continuous process of engagement will also help prospects decide to make a purchase.

> Failing to follow up is one of the quickest ways to lose up to 80% of your potential sales.

Quickly finding the correct information

Your sales team needs to be able to find the relevant information a prospect is requesting quickly. Wasting time hunting down relevant and insightful information can be a hindrance to their sales efforts. Centralizing collateral ensures your sales team stays efficient.

The biggest challenges facing B2B sales teams

Reaching decision-makers

In B2B sales, salespeople still need to make contact with a decision-maker to sell a product. Yet, on average, **7-8** decision-makers have busy schedules, and some of these individuals will have gatekeepers who will actively block sales calls.

The way to reach decision-makers is to understand their business and challenges beforehand. Therefore, it's also essential that your sales team actively researches prospects and gathers as much information as possible to position your product or service as a solution that provides value instead of just identifying a problem.

Overloaded by data

While data is an essential element for sales and knowing where a prospect is in the sales cycle, too much data that's hard to analyze or action will render your sales team ineffective.

Prospects expect a level of personalization

Digital technology has influenced expectations. Everything from visitor engagement to the cost of acquiring new customers will be negatively impacted without some level of personalization.

Poor customer service and being unable to retain customers

Poor customer service is the number one reason for lost sales or clients. If you put the prospect and client first in everything your business does, your team will be able to outperform sales targets.

In 2020, customer experience was the number one key brand differentiator, beating out both product and price.

Not having buying personas

Leads are expensive and time-consuming, and without personas to identify different motivations and purchasing habits, your sales team could be wasting their efforts better placed elsewhere.

93% of companies who exceed lead and revenue goals segment their database by buyer persona.

Did you know?

Personalization can reduce customer acquisition costs by up to 50%. - Adweek

84% of consumers say being treated like a person, not a number, is very important to winning their business. - Salesforce

Personalization can increase marketing spend efficiency by up to 30%. - Adweek

Brands risk losing 38% of customers because of poor marketing personalization efforts. - Gartner

What do top sales teams do?

1. They focus on driving value

Top sales teams drive value for their prospects at every opportunity, from conversations to touchpoints, creating quality value propositions that are effective and yield positive results.

2. They focus on growing existing accounts

One of the most significant untapped opportunities in B2B sales is existing clients. A top sales team will continuously nurture and foster these client relationships, growing the revenue of each account and for the business as a whole.

Read our ultimate guide: "**Ten proven strategies to achieve negative churn in Customer Success.**"

3. They are proactive

Sales winners bring new ideas and insights to the table, driving value for buyers and generating new opportunities for existing accounts. Approaching a buyer's conversation with value and providing new insights and ideas will quickly achieve sales goals.

4. They focus on understanding customers' needs

A top seller will know that making a sale has nothing to do with sales techniques or how well they can "sell" a product or service. Instead, they see their leads as real people and treat them as such. As a result, they can start to understand a prospect's needs, motivations, and pain points in doing so.

Only 13% of customers believe a salesperson can understand their needs.

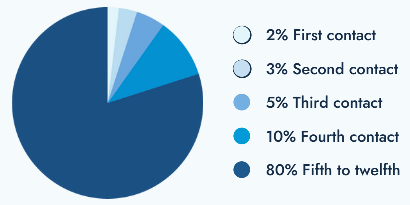
5. They reduce the buyers' risk

Risk plays a vital role in a buyer's decision process. A top sales team will go out of their way and make an effort to minimize this risk and overcome any hurdles for their prospects.

6. They understand the value of persistence

44% of sales reps give up after following up once with a prospect. After four follow-ups, this number increases to 94%. However, the top sellers are among the 8% who follow up more than five times with a prospect.

Percent of sales made per contact:



80% of sales require an average of five follow-ups to close the deal.

Want to know more?

Read our ultimate guide: "**How to uplift your SDR results with more effective cold calling.**"

Respond and prepare for changes in the industry

The buying process has changed. Today's buyers have more resources, information, and options than ever before, and are no longer reliant on salespeople.

Gartner says 80% of B2B sales interactions between suppliers and buyers will occur in digital channels by 2025.

Cristina Gomez, managing vice president for the Gartner Sales Practice, said: "As baby boomers retire and millennials mature into key decision-making positions, a digital-first buying posture will become the norm."

As buyers increasingly sit in the digital space, sales leaders must accept that their audience actively desires a seller-free experience. The question for business leaders now is;

Are you utilizing digital channels to sell your services actively? Or are you relying on outdated techniques?

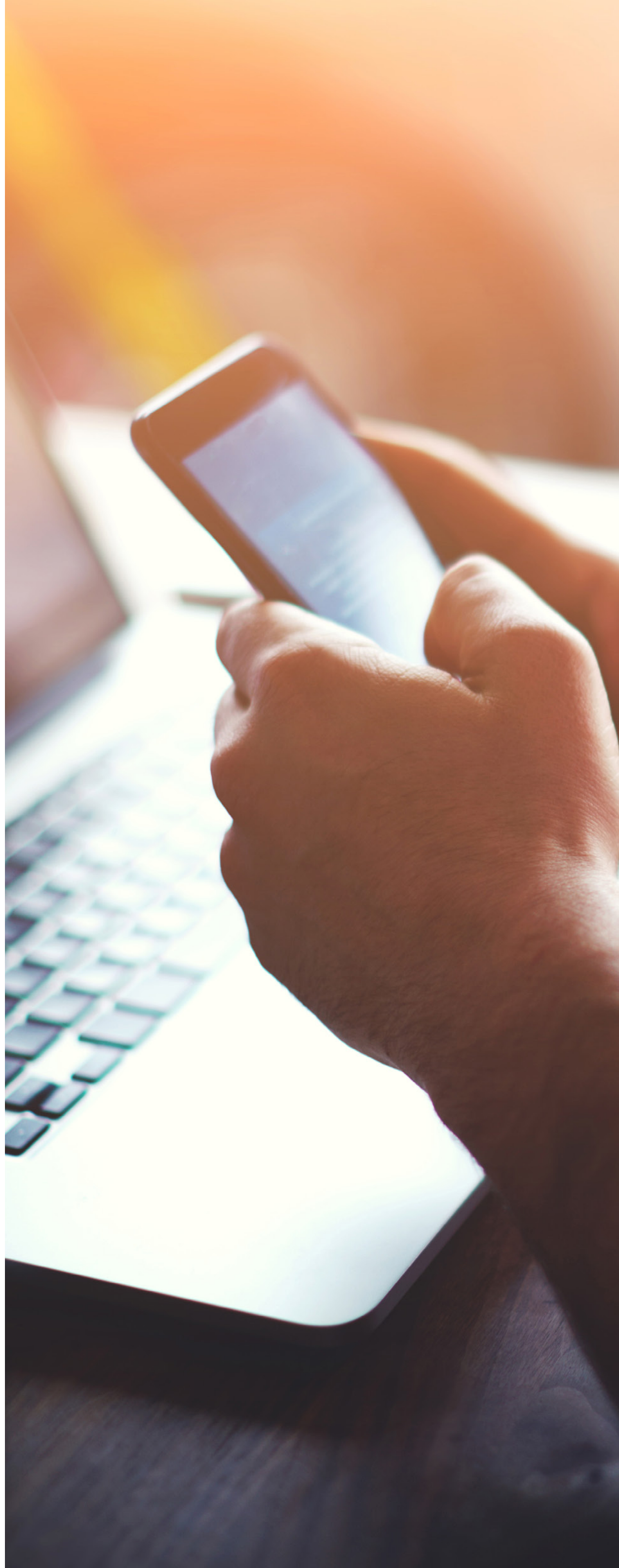
"Sales reps will need to embrace new tools and channels, as well as a new manner of engaging customers, matching their sales activity to their customers' buying practices and information collecting needs," added Mrs. Gomez.

According to a new survey by **McKinsey & Company**, COVID-19 has sped up the adoption of digital technologies by several years and has transformed business forever.

For many, this transition is no longer a case of *if*; it's an urgent case of *when*. The tools to help businesses effectively enter digital spaces are already there, and it doesn't look like there's space in the field for those who choose to forego them.

So, what is being asked of business leaders?

- **Are your sales teams ready to adapt?**
- **Are you aware of the tools that others are already leveraging?**
- **Are you prepared for your buyers to help direct your sales pipeline in this new world?**



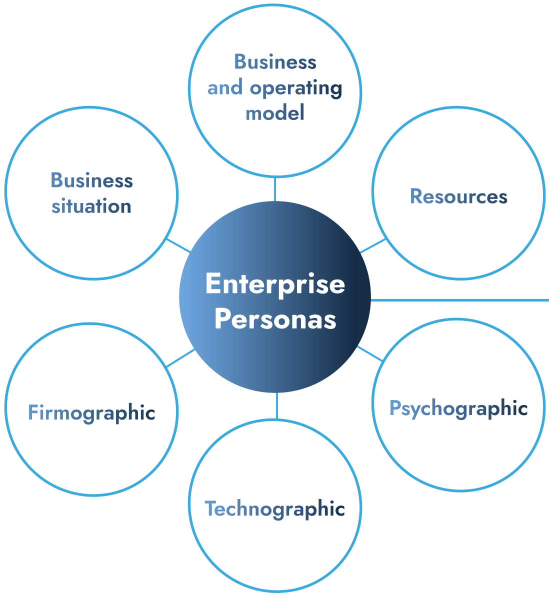
Understanding your prospects

To effectively personalize your communications and offer a tailored solution, you need to understand your prospects thoroughly. Therefore, many organizations find it beneficial to break down **enterprise personas** and the **types of decision-makers** that underline the purchasing decisions of your prospective customers.

Improving lead conversion and driving growth with personas

- **56% of companies have developed higher-quality leads using personas.**
- **24% of companies gained more leads using personas.**
- **36% of companies have achieved a shorter sales cycle using personas.**
- **Targeting cold leads with persona-based content is 58% more effective than targeting warm leads without using persona-based content.**
- **Persona-based content increased customer engagement almost 6x when targeting cold leads.**

Source - Stephen Zoeller



There are six enterprise personas found in each organization; they provide context and identify characteristics of a "best fit" company.

There are five types of decision-makers who influence outcomes in enterprise organizations.

Enterprise personas

An enterprise persona reflects market segmentation choices and places them in a context that makes it easier for marketing and sales to apply consistently. In addition, enterprise personas focus marketing and sales on their value proposition's impact on the client's larger strategic objectives rather than a single stakeholder's goal.

There are six enterprise personas:

1. Firmographic

The most basic level of information that includes the size, location, industry, or structure of an organization.

2. Technographic

The mix of relevant technologies used by an organization.

3. Psychographic

How organizations think and feel about purchases. This category aims to understand better the values, motivations, and goals behind buying decisions and how they are made.

4. Business situation

The wide range of situational elements that apply to a purchasing decision. These can include years in business, profitability, growth rate, new initiatives or acquisitions, regulatory changes, or industry events that drive change.

5. Business and operating model

How an organization operates — may include transaction volume, pricing model, ecosystem model, and more.

6. Resources

The resource considerations within the organization, including size and location of staff and talent.

Source - Gartner

Defining and developing enterprise personas will help drive the quality and quantity of leads as they reflect the organizational-level considerations and strategic objectives that drive most B2B buying decisions.

Five types of decision-makers

Corporate buying decisions involve a core group of people who influence the outcome and whether the sale will convert. Therefore, identifying and interacting with this group is essential for new deals and account growth after that.

Depending on the size and structure of the company, you may find one person or multiple people playing these roles. The best way to identify them is simply to ask. The earlier you can involve all five buyer types, the better. They will want their opportunity to voice their concerns and opinions, and you'll have ample time to ensure you meet the entire buying team's criteria.

There are five decision-maker roles in this core group:

The driver
They need value and ROI demonstrated to them.

The approver
Include them in the conversation with the buyer as soon as possible.

The evaluator
The purchase decision is based on an operational perspective. They will evaluate if it's right for the company; ask them practical questions, and try to find out as much as possible about the operational factors and considerations.

The champion
A contact or someone who wants the project to move forward, they are the key to helping you discover what's most important to each of the buying team members. They will be an advocate for progression and will help you to move forward.

The domino
The person who ultimately signs off on the deal and everyone else follows.

What are buyers looking for?

B2B decision-makers want high-quality, data-driven information that makes their jobs and lives easier. In addition, they want straightforward solutions for their problems, making them want to buy your product or service without being 'sold.'

Buyers are highly informed; the research period is getting shorter

Now more than ever, buyers are increasingly conducting more research before purchase, and this research cycle is only getting shorter and more efficient. Therefore, to effectively offer your product or service as a solution, you must have a solid understanding of what buyers are looking for when researching the market. That way, when they self-serve through online research, you will cater to their needs and motivations.

Buyers need a compelling reason to act

Unless a prospect has an urgent reason to act, they will typically prefer to stay put. Change is perceived to be risky. Buyers need to be convinced and reassured of the need for change — they need to recognize that staying put is instead dangerous.

To do this, you need to outline the threats, risks, and consequences a prospect may face in not acting and embracing a new solution, in contrast to outlining the benefits and opportunities. After all, decision-makers are **two to three** times more likely to take action in response to a fear of loss as opposed to an opportunity for gain.

Buyers want to be guided through their journey and know they will receive support after purchase

The main focus of B2B is no longer just to attract and persuade prospective customers — it is now essential to engage buyers with personalized communications and help them through their journey, both pre-purchase and post-purchase.

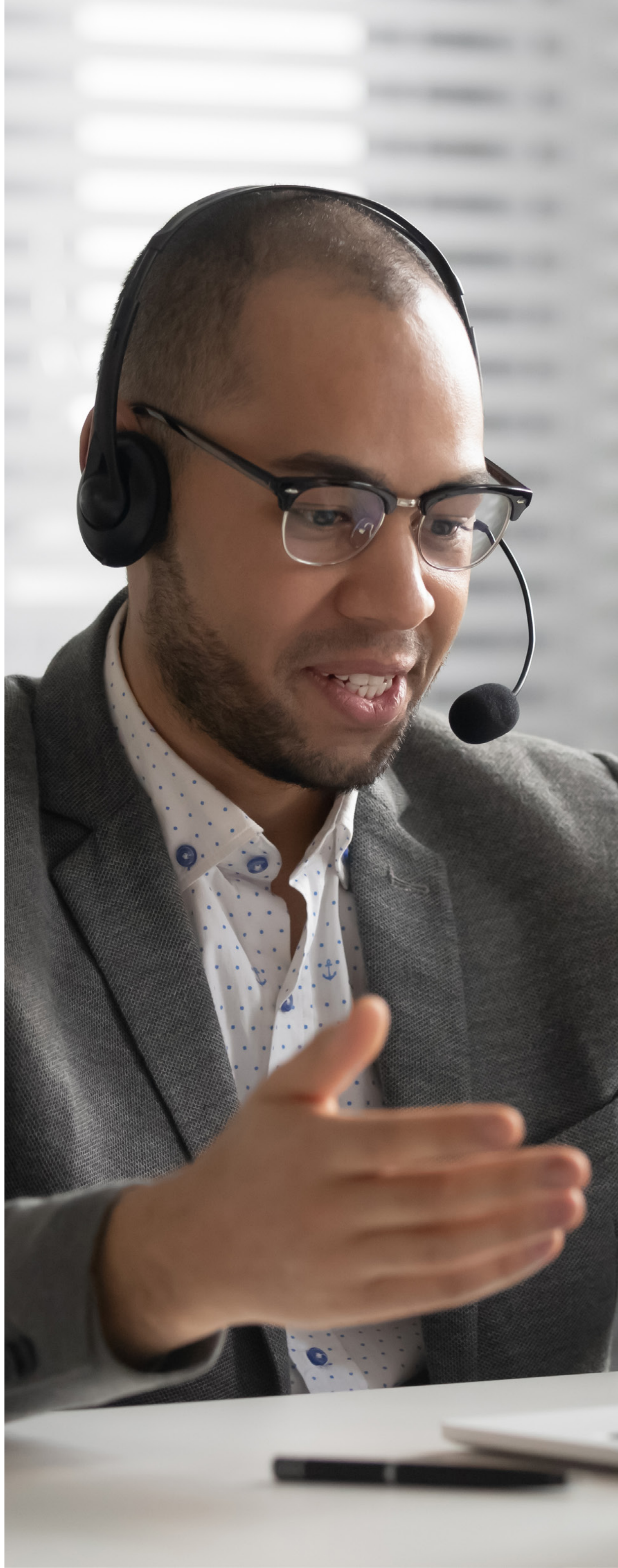
B2B buyers will often look beyond their initial purchase and leverage solutions over an extended period. Therefore, they need to feel confident that they will receive support after product adoption.

As sales leaders you must ask...

How can the onboarding process be optimized?

What will we do if we identify or encounter problems?

Does the product or service offered integrate with operations and existing tech?



Four key sales team questions answered

To ensure your sales team's success, it's always beneficial to be aware of the common pitfalls in sales processes and mitigate them successfully. We hosted a webinar with B2B sales experts from Suse, Webeo, Web Insights, and Prodege on hand to share their knowledge.

Christoph Trappe hosted this webinar, and the expert panel speakers were:

Marlen von Roth,
Sales Director Cloud EMEA, **SUSE**

Stuart Calver,
Global Sales Director, **Webeo**

Tom James,
Chief Executive Officer, **Web Insights**

Lenny Rabin,
VP of Revenue, **Prodege**

Here are the four key takeaways from our webinar.

1. How does your sales team define a lead and does quantity matter?

Learn how to define your leads

The view of ticking boxes to ascertain if a lead is good or bad is outdated; leads should be defined by scenarios and interest in the product or service offered.

"A list of 'leads' is just data, not leads. Getting that understanding right in your business is critical to an effective sales process."

Target specific companies

"There is no such thing as a good or bad lead. You might have leads that aren't in the right target market, but that means that they aren't really a lead. Target specific companies who truly need your service or product and latch onto them with all your sales techniques to qualify them."

Four key sales team questions answered

2. How should sales teams communicate with prospects?

There are four things to do when communicating with prospects.

Become an expert and use the power of referenceability

"If you have something strong to talk about that has fantastic referenceability in a sector — use that. If you align to one vertical and become an expert, you give buyers a reason to talk to you because you can educate them based on your experience. There's also the fear of loss and competition between prospects in each vertical."

Be authentic in your communications

"To be successful, you need to be authentic in your message, adding relevance and value."

Research your prospects

"It's going to take more than one email for a prospect to engage with you. Research your prospects as much as possible, personalize touchpoints, and engage with them continuously."

The right people need to work on the right accounts

"It's difficult for every sales rep to adapt to every prospect, and this is a mistake sales leaders can make by not allocating leads of a certain type correctly. You want the right people working on the right accounts."

Four key sales team questions answered

3. How can you ensure sales and marketing teams align?

In many companies, the sales and marketing teams don't align, and this can hinder success.

Working together

These departments need to align and integrate - starting with sales leaders understanding what business success looks like and leading the way, to the teams working together to create consistent messaging across departments, to understanding a customer's journey throughout the entire sales cycle, and tracking KPIs.

Have consistent messaging across departments

"If marketing sends out a message, it needs to be the same as the sales team."

Humanize interaction between departments

"Make sure you have no keyboard warriors."

Sales need to take ownership of qualifying leads

"Any marketing efforts won't hurt sales, as ultimately its persistence and personal interactions through sales efforts are what closes deals."

4. How can sales teams be structured for success?

Ensure your team is working across the entire sales funnel

Even though the structure of your sales team will vary, they must cover the whole sales cycle.

"Find the right fit for working across the whole sales cycle."

Have a collective goal

Each team member needs to clearly understand the function of their role while working symbiotically towards a collective goal.

Your team members are your brands biggest advocates

"People who have built their careers in your business will be your best advocates and will stay with you long-term."

Allowing salespeople to grow their careers within the company will create loyalty. Those loyal team members will stay for the long-term and truly understand your company's culture and DNA.

Click here to watch the webinar recording.

Utilizing technology to enhance sales efforts

With digital technology becoming increasingly more important for sales performance, enterprises need to refine their tech stacks, assessing their requirements and seeking the best tools for their company's needs. The right tech stack can be the difference between an average-performing team and a team that performs exceptionally well. So, what tech can be used to enhance your sales efforts? Here are a few examples:

Prospecting	Cognism	Pull specialized contacts from a database of 15 million companies.	LinkedIn Sales Navigator	Target the right buyers, understand key insights, and engage with personalized prospecting and outreach on LinkedIn.	Lusha	A high-accuracy prospecting platform with over 100 million business profiles.
Sales Engagement	Salesloft.	Provides engagement opportunities and metrics throughout the entire customer journey.	Outreach	Provides sales automation, conversation intelligence, buyer sentiment analysis, and team performance reporting.	groove	A more customer-service-focused engagement platform that benefits relationship-based sellers.
Customer Relationship Management (CRM)	salesforce	An industry-leading CRM with an array of features, such as sales opportunity management, workflow automation etc.	HubSpot	A powerful and easy-to-use sales CRM that includes sales engagement tools, configure-price-quote (CPQ) functionality, and robust sales analytics for growing teams.	ZOHO	A cloud-based, integrated customer relationship management platform that caters to the needs of businesses and industries of all sizes and types.
Sales Enablement	SEISMIC	Sales presentation automation and sales content management solutions.	HIGHSPOT	Combines intelligent content management, training, contextual guidance, customer engagement, and actionable analytics.	Showpad	An enablement platform that is highly useful for bridging the gap between marketing and sales to enable sales activity.
Website Visitor Automation			WebInsights	Capitalize on every opportunity with Web Insights — the exceptional SaaS solution designed to empower B2B organizations with critical insight, in real-time.		

Invest in your team with Web Insights

The need among B2B buyers to simplify and streamline their purchase decisions as much as possible is accelerating. Sales enablement technology such as **Web Insights** will help your sales team achieve success while simultaneously accommodating buyers' changing behavior and needs.

Our technology allows your enterprise to:

Identify website visitors

Identify the companies visiting your website, alongside where they have come from, which pages they have been looking at, and the time spent on each. In addition, our software provides the contact details of the key decision-makers, minimizing the process of identifying leads.

Get qualitative information for personas

Use quantitative research to validate the sequence and priority of the steps and ultimately measure the key influences that could help drive new acquisitions. In addition, **Web Insights** enables you to segment your website visitors effectively, which is integral when building personas.

Seamlessly integrate

Our advanced solution offers seamless integration into your technology stack, providing full support for many leading platforms such as Salesforce, Hubspot, and Microsoft Dynamics — allowing you to get the best website visitor automation with no compromises.

View all your traffic

Flawlessly built to work for enterprises, our software allows you to keep track of all visitors regardless of volume without hiccups in performance.

Gain engagement insights

Giving sales reps the insight to determine who is a qualified buyer and who is not is essential to closing on sales. In addition, by understanding your prospects' engagement, they will determine who is genuinely interested in your business solution.

Work as one team

Having sales and marketing alignment is crucial to the success of the sales cycle. With our technology, sales and marketing can measure how successful campaigns have been and work together to quickly and efficiently deploy the RIGHT marketing materials at the RIGHT time.

Follow up with leads at the right time

The value of a lead depreciates by the minute. With our technology, your sales team can make contact in real-time. In addition, with ICPs identified, you can set up automatic notifications for when high-value prospects engage with your site, allowing you to be the vendor that responds first consistently.

Your team can also recognize when prospects are engaged and with what materials, allowing them to understand the "when and how" for an effective follow-up.

The Key Takeaways

So, what can you take from all of this? We've developed a checklist for the key aspects you need to consider when steering your B2B sales team towards success. When refining your tactics, ask yourself:

1. How many times does your team follow up with prospects?

Failing to follow up is one of the quickest ways to lose up to **80%** of your potential sales. Most sales require an average of five follow-ups to close a deal.

2. Can your team quickly find the correct information; is it relevant & insightful?

Keeping the appropriate collateral in one place will ensure your sales team is efficient in their sales efforts and that they aren't wasting time looking for information.

3. Are prospects receiving the right level of personalization?

Personalization has become an expectation for most customers, and companies that meet this requirement can reduce customer acquisition costs by up to 50% (**Adweek**). In addition to this, 49% of buyers have made impulse purchases after receiving a more personalized experience (**SuperOffice**).

4. Do you have an in-depth understanding of your prospects and customers?

Defining and developing enterprise personas will help drive the quality and quantity of leads. In addition to this, understanding the different types of decision-makers will allow your team to meet their buying criteria and increase conversion rates.

5. Are you utilizing digital channels to sell your services actively?

Sales leaders must accept their audiences' digital-first approach and embrace the tools and channels that facilitate this.

6. How does your team identify and reach decision-makers?

Website visitor identification software, such as **Web Insights**, reveals the contact details of the key decision-makers in a company, dramatically speeding up the B2B sales process.

7. Does your team have access to engagement insights?

Giving sales reps the insight they need to determine who's a qualified buyer and who's not is essential to closing on sales and will enable your sales team to determine who is genuinely interested in your business's solution.

WebInsights

CLOSE MORE BUSINESS THAN EVER BEFORE, AND DRIVE BUSINESS SUCCESS WITH WEB INSIGHTS.

Real-time engagement; real-time success.

Book a demonstration