EBOOK

I. Hate. Spam.

Sales hacks for effective sales teams

DEMANDBASE

Today’s account executives face unprecedented difficulties in their B2B sales approaches. Smiling and dialing prospects while knowing nothing about them just doesn’t cut it anymore because buyers demand and deserve sales outreach that addresses their specific needs. If spamming won’t work, then what will? Relevant outreach driven by technology and insights, done with a deeper, data-informed understanding of specific customer needs.

PART ONE

Challenge Accepted

From spamming to relevant sales outreach

Here are a few adjectives linked to today's B2B sales cycle: complex, fragmented, non-linear, highly-digital, multi-channel, and (far too often) spammy.

So how are account executives (AEs) and sales development reps (SDRs) supposed to evolve their strategies, enter the digital era (a far greater challenge in B2B than B2C), and effectively adapt to the evolving complexities of today's B2B buying process?

This eBook will explore the current obstacles facing sales reps, while providing hacks to get past them.

Reimagine Relationship Building in a Digital World

Today's complex B2B sales cycle

When it comes to engaging and converting today's buyers, there's no one-size-fits-all sales strategy. Every prospect/account is different in terms of their needs, how they prefer to be engaged, and what their buying journey looks like.

Some sales reps assume that casting the widest net possible will land them the most fish. They prioritize quantity above quality. Well, spamming prospects and accounts doesn't work with today's buyers. You need to prioritize quality over quantity.

Buyers and consumers have become experts at filtering out the spam. Studies have consistently confirmed that B2B buyer journeys are becoming more complex, with more buying groups and an increasing number of touchpoints. The only way to stand out amidst all the sales noise is to better understand prospect/account needs and engage potential buyers with relevant messaging that provides specific value.

Driving Relevance Reduces Sales-Related Stress

Account executives and SDRs have some of the most stressful jobs across all industries.

Rising quotas. Account blindness. Constant rejection. Highly competitive market environments.
Challenges around understanding prospect needs and addressing them with relevant messaging and customized solutions.

All of these daily stressors aren't just bad for a sales professional's physical and mental health, but are also bad for business, as illustrated by this progression that accelerates rather quickly:

STRESS	BURNOUT	TURNOVER
Research by the Sales Health Alliance and UNCrushed shows that almost three in five salespeople (58 percent) struggle with their mental health.	Patti van Eys, Ph.D. and Vice President of Product for Pathways at Work states that job stress makes employees more prone to burnout, as well as errors, poor work performance, mental health issues, and even workplace conflict.	The average salesperson tenure is 18 months. (HubSpot)
A sales industry survey by Tiffani Bova and UNCrushed saw 57 percent of respondents agree or strongly agree that their workload is in excess of their capacity.	In an ADAA study, 56 percent of employees reported that their anxiety and stress impacted their work performance.	...but salespeople typically hit their peak performance between years two and three in their role, meaning many are leaving before they reach their potential. (Xactly)
		Once a salesperson leaves, it costs (on average) between 150-200 percent of their salary to replace them. (Hire Velocity)

The bottom line? Stressed-out sales professionals simply don't perform as well, and the inevitable turnover is costly for the business.

Overcoming Sales Stress by Driving Relevant Engagement

In light of all the stress sales professionals face daily, why would companies send their sales force out into the field without arming them with the right tools for the job? We're talking about tools that enable effective prospect engagement, tools that provide reps with a deeper understanding of prospect needs and allow AEs and SDRs to engage with relevant messaging that eliminates friction and drives conversion.

Before we offer some sales hacks, let's take a brief look at some key points in the sales process that can be turned from stale and outdated tasks into effective, productive, and automated value creators for sales organizations like yours.

PART TWO

Leading by Enabling

Enabling sales with technology, data & insights

Forrester ran some sales-geared studies in 2021, including:

- Talent Alone Is No Longer Enough: The Insights-Driven Sales System
- The Future Of Sales: The Five P's Of Sales That Will Power Success In The Future

Forrester research determined that 30 percent of sales leaders will invest in tools that make recommendations to their sales teams about how best to engage and support buyers.

Today's business leaders increasingly understand that the best way to deliver on the promise of "customer-centricity" is to have the right technology in hand that provides the Account Intelligence that enables sales professionals to better serve their prospects and customers in ways that are relevant and responsive to specific buyer needs.

Now, as promised, here are the sales hacks that can help AEs and SDRs better engage buyers with relevant outreach that converts, courtesy of digital transformation that provides data, insight, and automation.

Hack #1: Identify and Engage the Right Accounts

Sales reps and SDRs want to hit the ground running as soon as they're given their book of business for the year. Therefore, it's essential that reps determine which accounts they should be spending most of their time on. Account Intelligence enables that account targeting and prioritization, empowering AEs to focus their time on the accounts that are most likely to purchase.

Beyond account prioritization, Account Intelligence also allows reps to gain visibility into dynamic account buying signals, which allows them to understand what accounts are doing and then reach out with relevant messaging that addresses specific buying signals as they're happening.

Predictive analytics driven by Account Intelligence even allows reps to predict pipeline and thus prioritize their efforts on accounts most likely to buy. Again, focus drives efficiency and conversion.

Gut feel and hunches don't close deals, but knowledge can. Our eBook Predictive Analytics For Smarter Go-To-Market™ outlines how predictive models optimize and automate the process of identifying the accounts that fit your ideal customer profile (ICP), and then determine which of those accounts are most likely to become opportunities.

You can also read The Definitive Guide To Using Demandbase Predictive Models to learn about our predictive models — Pipeline Predict and Qualification Score — and see specific use cases for predictive models across sales, marketing, and account management teams.

Hack #2: Personalize Your Webpages for Account Engagement

You invest significant resources to drive visitors to your webpages. But getting them there doesn't mean your work is done. You need to turn website visits into engagement that moves the buying journey forward. Nothing converts visitors better than a personalized experience fueled by Account Intelligence, enabling you to:

1. Identify the specific account that the visitor belongs to,
2. serve up images and case studies tailored to that account,
3. personalize headlines, website heros, CTAs, promos all on a single webpage, and
4. create multiple web page experiences for different stages of the account/customer journey.

Hack #3: Expand Revenue with Account Intelligence

As a rep working with predetermined accounts, the goal is to broaden your footprint within each account, find champions at higher levels of the organization, and break into new geographies or company divisions. How can you drive expansion of that account pie?

Account Intelligence enables you to create a **People List** of employees/contacts within each account based on title, job level, job function, location, and contact info. AEs can then click the Follow button to add these individuals to their Watchlists so they can monitor their engagement over time.

AEs also need to know what's going on within accounts so they can provide value (relevant engagement that addresses dynamic buyer needs) during calls. A short prep time with key insights is the ideal solution. AEs can integrate Account Intelligence into their CRM and seamlessly add their customers to their **Watchlists**, and then leverage the succinct customer overview to cut down their time doing research before calls/interactions. The **News Agents** will bring up the most relevant industry news right to your inbox so you can start your calls with the key, most timely insights in hand.

Hack #4: Build Buyer Trust and Drive Higher Lifetime Value

Gaining a prospect's trust is such a top priority that companies sometimes rebrand their sales roles with different titles in order to help shake the negative predisposition held by buyers.

But rather than rebranding to start over, wouldn't it be better to actually offer value to prospects and show them how your offering can help them?

Starting a conversation from a **point of knowledge** and **relevance** is the most effective and lasting way to establish short-term and long-term trust with your accounts. If you want to drive smarter account engagement, you need Account Intelligence. All buyers have come to expect smart marketing and e-commerce experiences. Think about how well Amazon knows your purchasing history and uses it to recommend other products. They remember what you buy, when you bought it, what products you've viewed and reviewed. And they use all of that intelligence to make your experiences better.

That Amazon-level revolution in consumer marketing (B2C) is finally coming to B2B. It's account-based. It's digital. It's smart. And its foundation is Account Intelligence.

Buyers want to buy from people who know them, who engage with them around their needs, and who commit to sharing value. Account Intelligence is the key tool for enabling that relevance and building the trust that converts prospects into long-term, loyal buyers.

Hack #5: Gain Buy-In From Your C-Suite or Board

Over the years, we've noticed that digital transformation efforts have been focused on getting salespeople to adopt new technology. As a technology provider, though, we've also seen the other side of the coin: sales professionals who come across a game-changing technology that would substantially improve their workflows and processes, but who are blocked by executives or board members who are reluctant to invest in these enabling tools. These executives see the short-term sticker price but don't recognize the long-term, transformative impacts.

To convince your upper management, you need to show the value.

Studies like the Forrester 2022 Total Economic Impact™ Study are meant to help organizations like yours and their leaders understand the financial impact of a technology investment. Basically, the TEI study gives leaders a clear picture of the cost of a solution versus its value over time and ROI potential.

For example, providing your CFO or CTO with numbers like these:

367%
ROI over three years

$2.47M
in benefits

< 6
months payback

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To Close (the Sale, and this eBook)

Up until 2019, companies had "Vision 2020" manifestos of how they would drive change, both internally and for their customers, over the following decade.

And then unprecedented times came, digital transformation accelerated out of need instead of want, and now we find ourselves in a challenging, ever-changing business landscape. For many businesses, technology has been the enabling factor to their survival, and digital transformation will only become more widespread as competition and customer expectations grow.

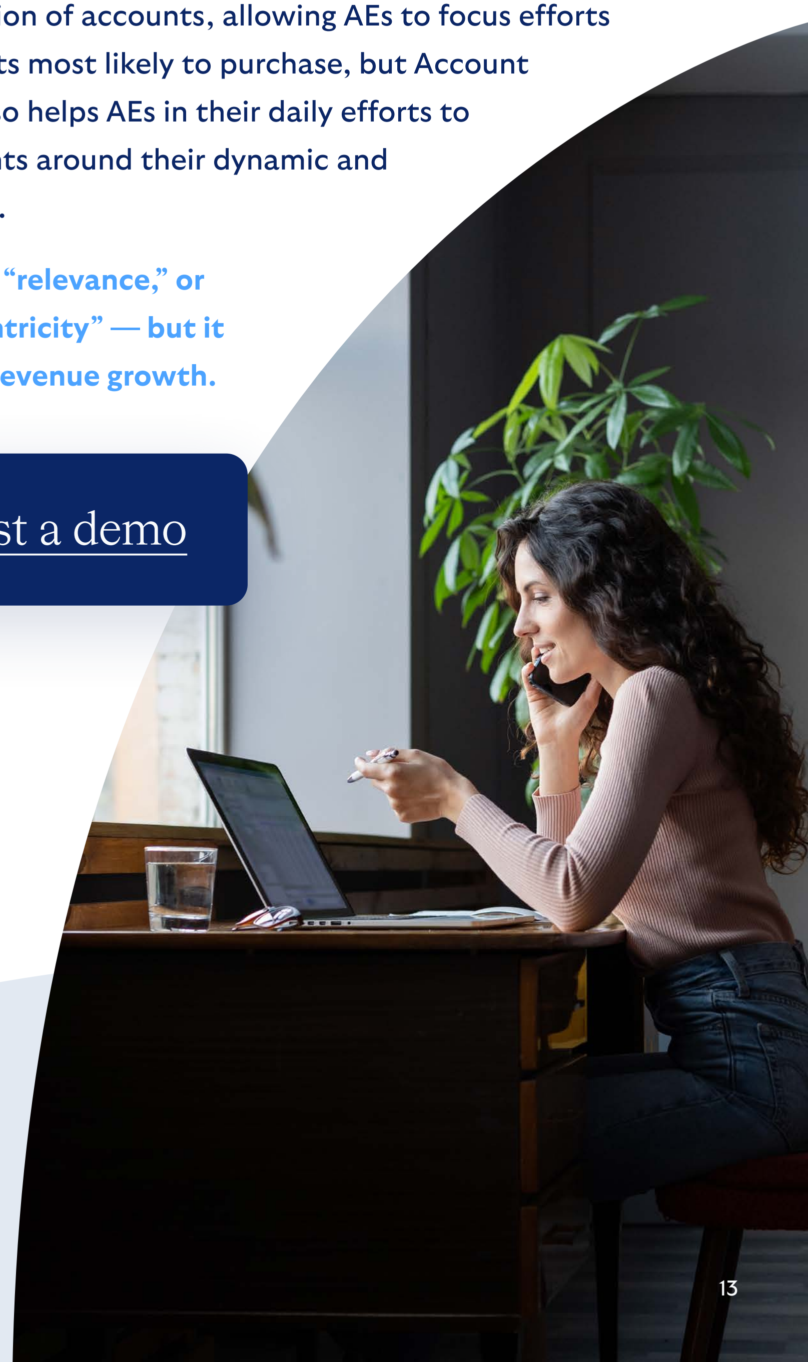
As an additional consideration, companies will need to drive efficiency in times of economic downturn, using digital transformation efforts to "do more with less."

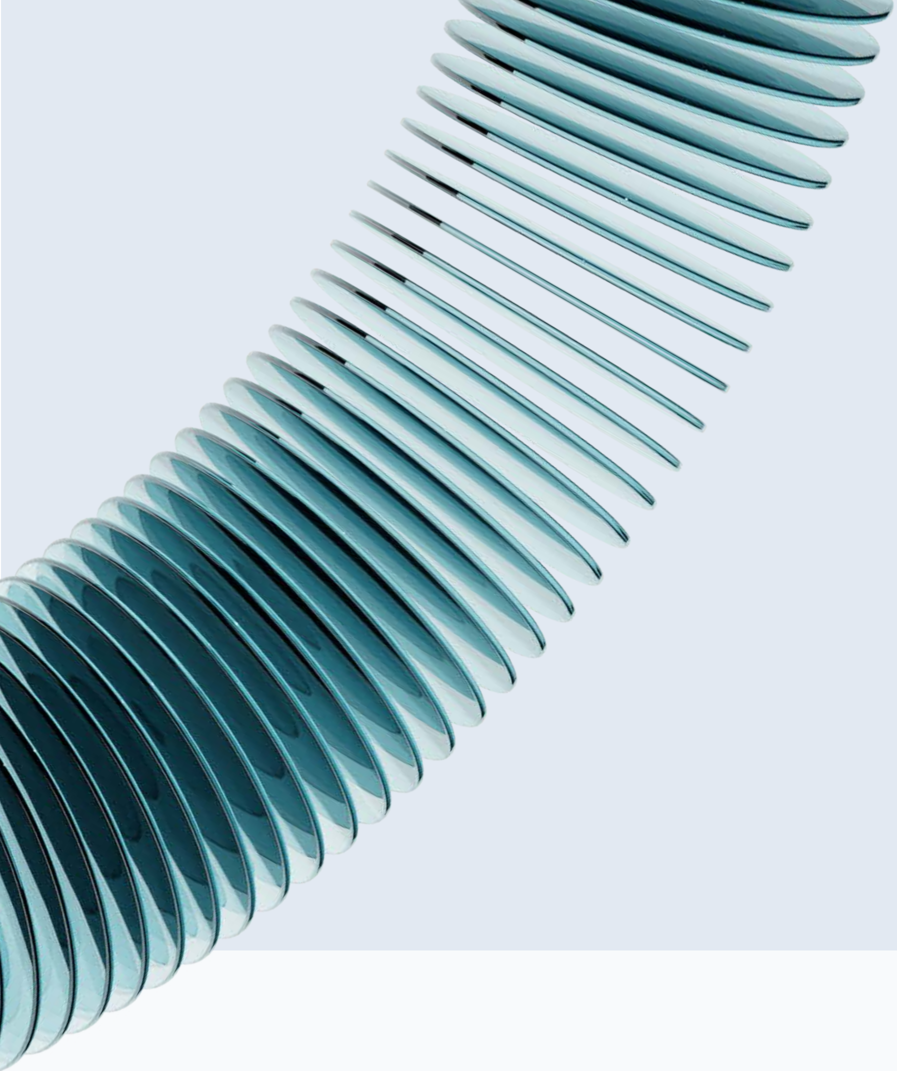
Sales teams may be filled with talented professionals who love what they do and have historically crushed their quotas, but that's no longer enough in this current landscape. It's time to set sales teams up for success with the right tools that provide the best possible experience for their customers.

Account Intelligence can not only drive effective targeting and prioritization of accounts, allowing AEs to focus efforts on the accounts most likely to purchase, but Account Intelligence also helps AEs in their daily efforts to engage accounts around their dynamic and ongoing needs.

Call it "value," "relevance," or "customer-centricity" — but it clearly drives revenue growth.

Request a demo





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Demandbase is the leading account-based GTM platform for B2B enterprises to identify and target the right customers, at the right time, with the right message. With a unified view of intent data, AI-powered insights, and prescriptive actions, go-to-market teams can seamlessly align and execute with confidence. Thousands of businesses depend on Demandbase to maximize revenue, minimize waste, and consolidate their data and technology stacks - all in one platform.

For more information about how Demandbase can help you scale your GTM strategy, visit www.demandbase.com.