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Marketing as a Primary Revenue Driver

Enabling Sales People

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TODAY'S CONVERSATION



Challenges in sales today



Choreographing the dance



Making a difference

Sales and marketing alignment can help a company become 67% better at closing deals

76% of content marketers forget about sales enablement in their marketing efforts

Sales and marketing misalignment costs businesses \$1 trillion each year in decreased sales productivity and wasted marketing efforts



Source: G2, 2024
<https://learn.g2.com/sales-enablement-statistics>



Challenges in
sales today

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A day in the life

***Lee, I made over
a hundred calls
last week...***



Selling is more challenging

Customers drowning in information

Products/services/environments more complex

More competitors/choices/alternatives available

Selling motion more complex with more stakeholders,
larger buying committees

Higher risk of action versus BAU

**Sales cycle are lengthening
while close rates are dropping**



Why do customers buy?

To innovate

To solve an operational problem

To gain competitive advantage

How do customers buy?

Inventorying and analyzing all the best options...



Subconscious de-risking



A story about plant safety



5. Maintain and Improve



1. Hazard or Risk Assessment



Safety Life Cycle

2. Functional Requirements



3. Design and Verification



4. Installation and Validation



A woman with dark hair, seen from the side, is using a white marker to write the number '936' on a green safety sign. The sign is mounted on a metal shelving unit in a warehouse. The sign contains the following text: 'THIS DEPARTMENT HAS WORKED 936 DAYS WITHOUT A LOST TIME ACCIDENT' and 'AVOID ACCIDENTS'. The background shows shelves filled with cardboard boxes.

**THIS DEPARTMENT
HAS WORKED
936 DAYS
WITHOUT
A LOST TIME
ACCIDENT**
AVOID ACCIDENTS

Today's buying environment

Customers are *stuck*

- 40-60% of their evaluations end in **No Decision/BAU**
- More worried about *messing up* than *missing out*
 - Fear choosing the wrong option
 - Concerned they haven't done sufficient homework
 - Fear not getting what they're paying for

Subconscious **de-risking**

What do enterprise customers *need*?



Enterprise customers need *guidance*

Sometimes they have visibility on opportunities to innovate or to build competitive advantage

Sometimes they are in search of a problem to solve an operational issue

They *always* need help identifying the path to moving forward, how to conduct a thorough bake-off or evaluation, how to make decisions, weigh alternatives, serve multiple internal stakeholders, what to expect (the trough of despair, change management)

They need trusted advisors and pattern matchers!

Customers need help seeing around corners



People buy from people

“People buy from people that they know, like, and trust”

– Bob Burg

“If people like you they’ll listen to you, but if they trust you they’ll do business with you”

– Zig Ziglar

“People do not buy goods and services. They buy relations, stories and magic”

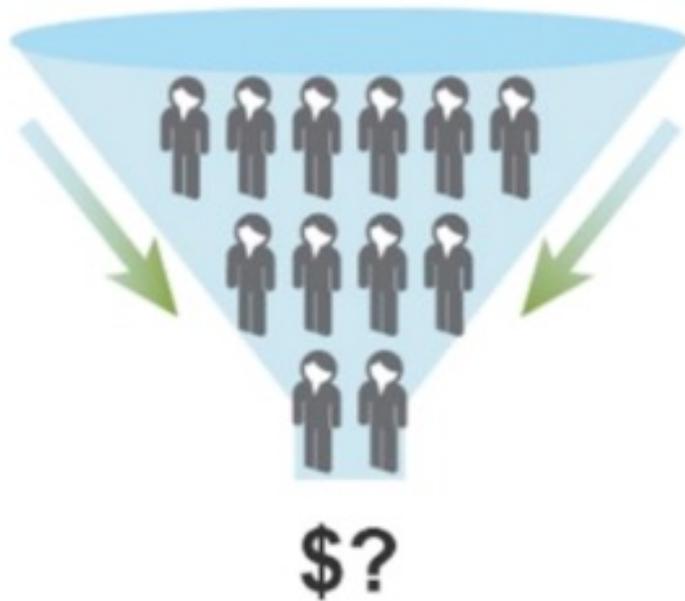
– Seth Godin

“People don’t buy what you do; they buy why you do it. And what you do simply proves what you believe”

– Simon Sinek

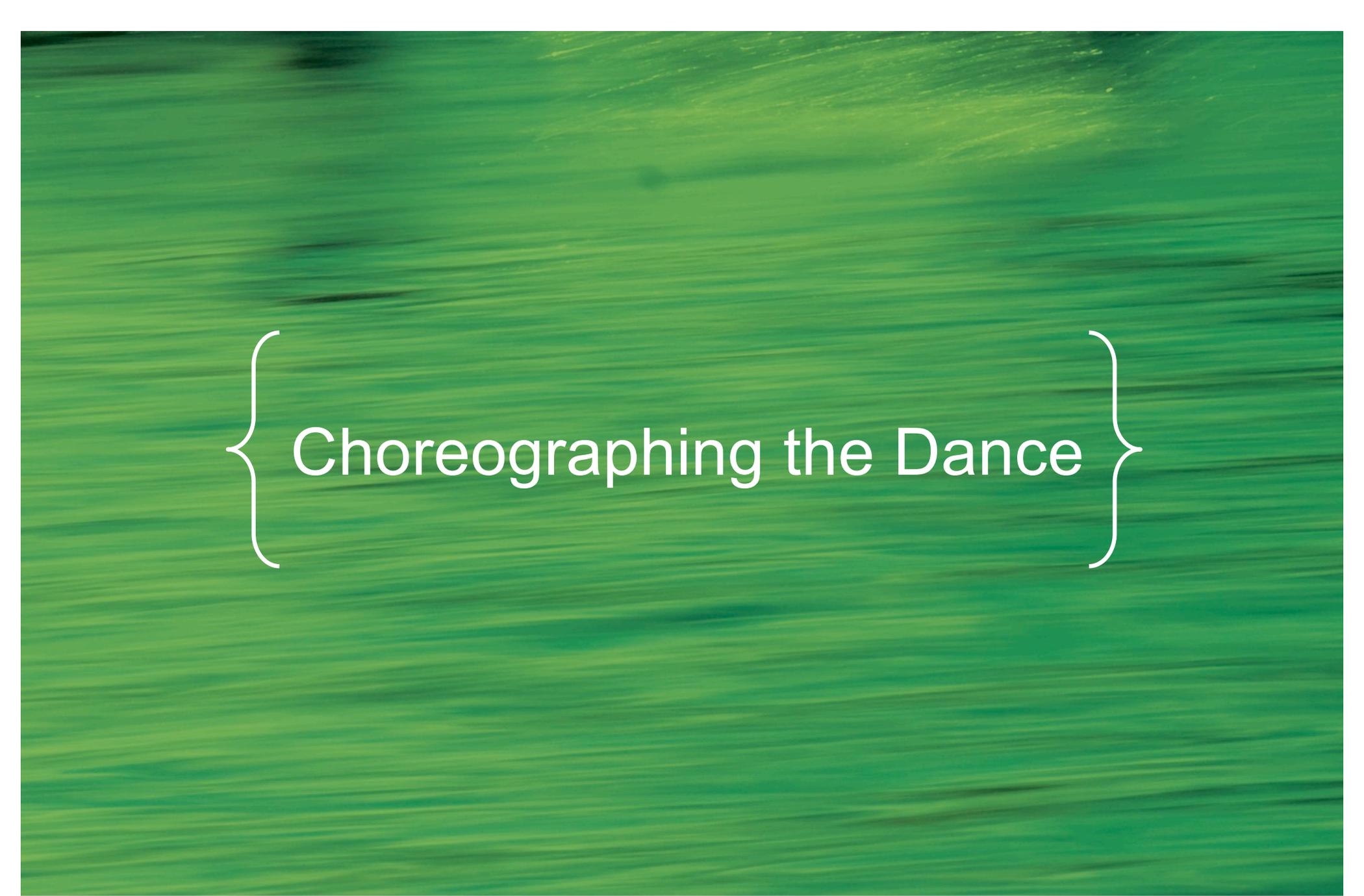
What are we doing to enable that relationship building?

It *is not about* filling the funnel



It *is about* engaging with customers throughout their lifetimes





Choreographing the Dance

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Major areas of opportunity to choreograph better results



Improve field sales conversion rates (DDM)

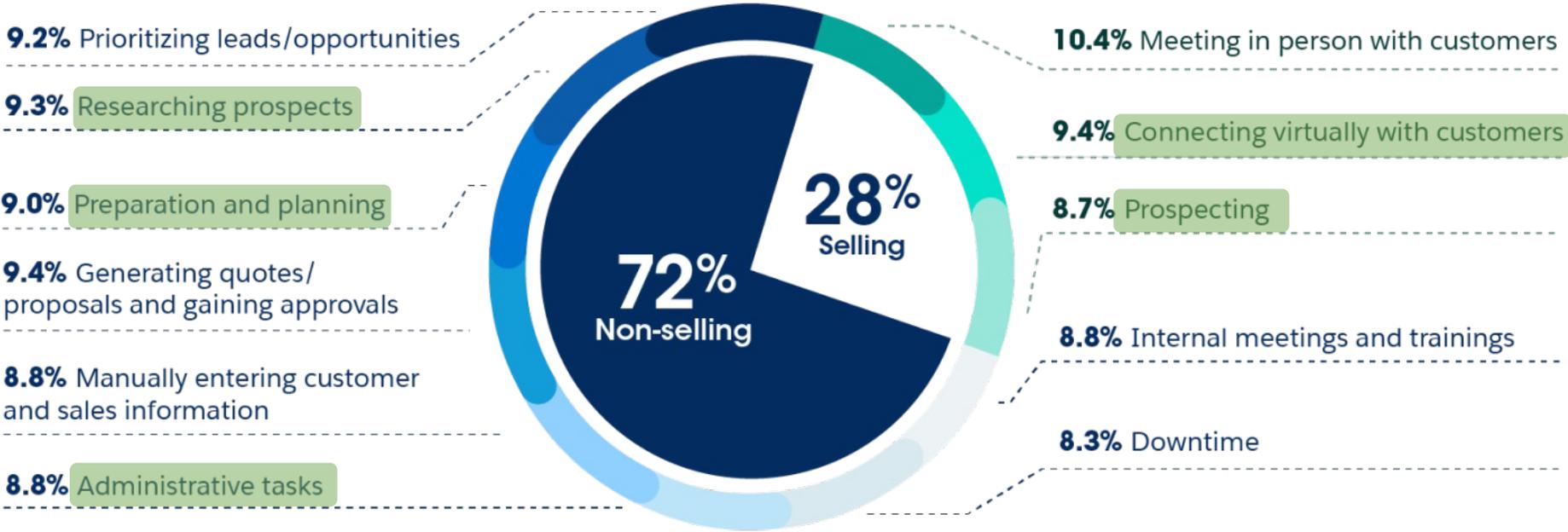


Improve sales team engagement and effectiveness (DSR)



Support robust account expansion (AP, ABS)

How sales reps spend their time



Saving a rep just *nine* minutes a day buys back a full week of selling time!

Source: Salesforce, 2023
<https://www.salesforce.com/news/stories/sales-research-2023/>

A day in the life of a
field sales person

***Lee, I made over
a hundred calls
last week...***

...help!



First – Dimensional Direct Mail



A day in the life of a *field* sales person

- New approach...
 - Gain prospect attention with DDM
 - Follow up with phone, email
- Here's an opportunity for marketing to scale the process!



Second – Develop a digital sales room



Focus:

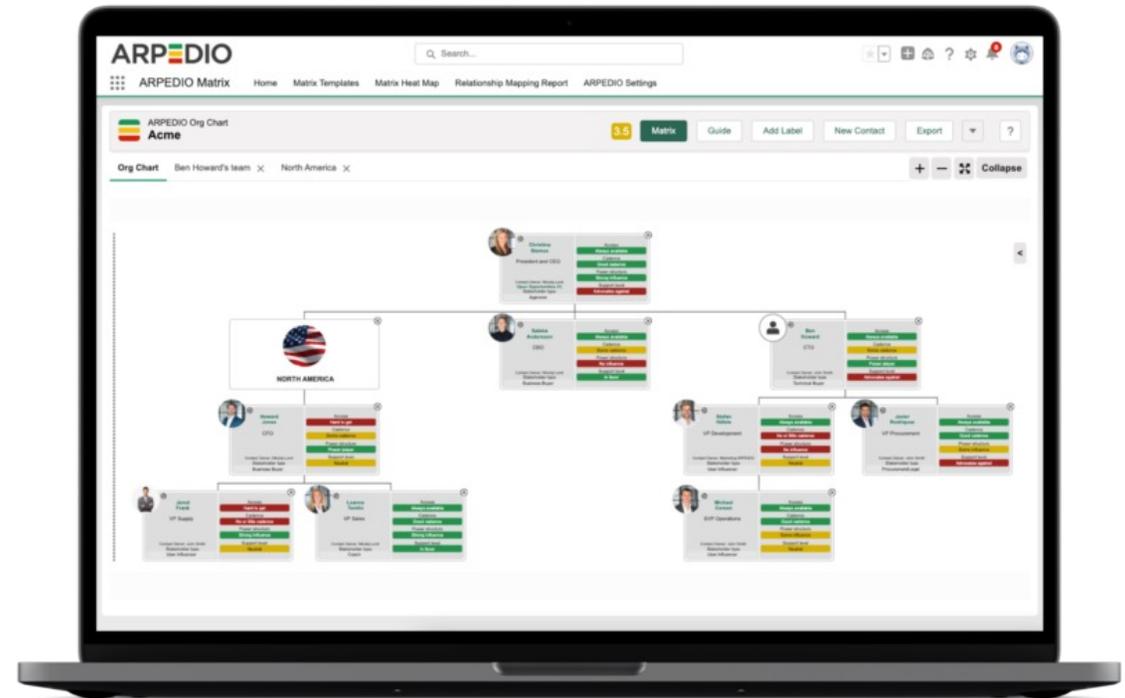
- Provide resource for full team – sales rep, SE, CSM, customer stakeholders
- Ensure relevant messaging for specific account, their strategic objectives, goals and business challenges
- Less is better

Source: G2, 2024

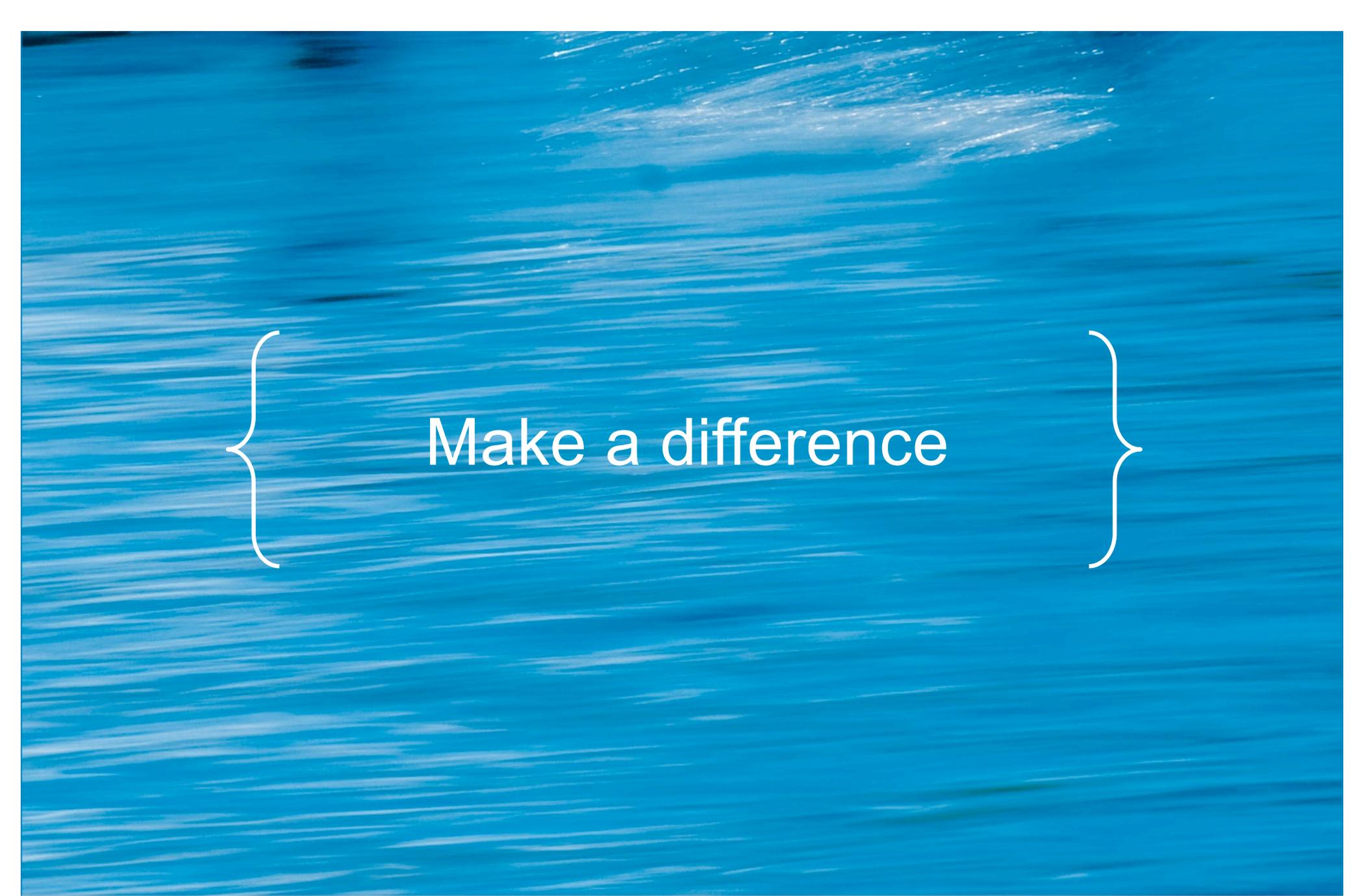
Third – Build a robust foundation for account planning & account based selling

Focus:

- Influence map and relationship development
- Targeted ABM
- Buyer intent and signaling



Source: ARPEDIO, 2024



Make a difference

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Join your sales enablement advisory board



Align, improve customer value at each stage of the process



TO DO LIST

- Optimize outbound prospecting
- Build digital sales room capability
- Formally support account planning
- Formally support account based selling
- Develop/join sales enablement board

Oh...and ask Lee for advice and help!

Let's Connect

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