

# ACELERA GROUP



## Marketing as a Primary Revenue Driver

**Enabling Sales People**

Lee Levitt, Managing Director

## 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**





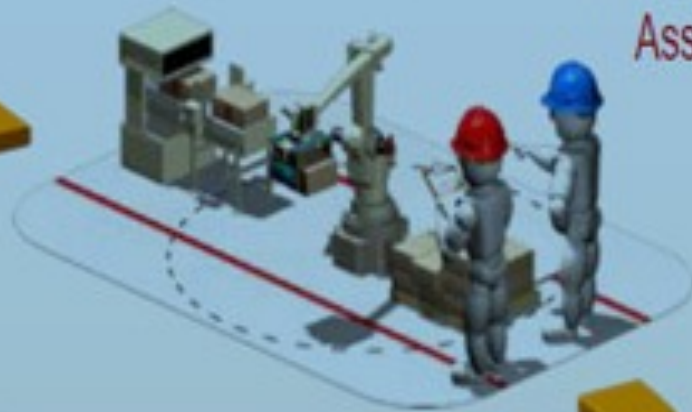
# A story about plant safety



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, wearing a grey top, is seen from the side, writing the number '936' on a green safety sign with a white marker. 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”

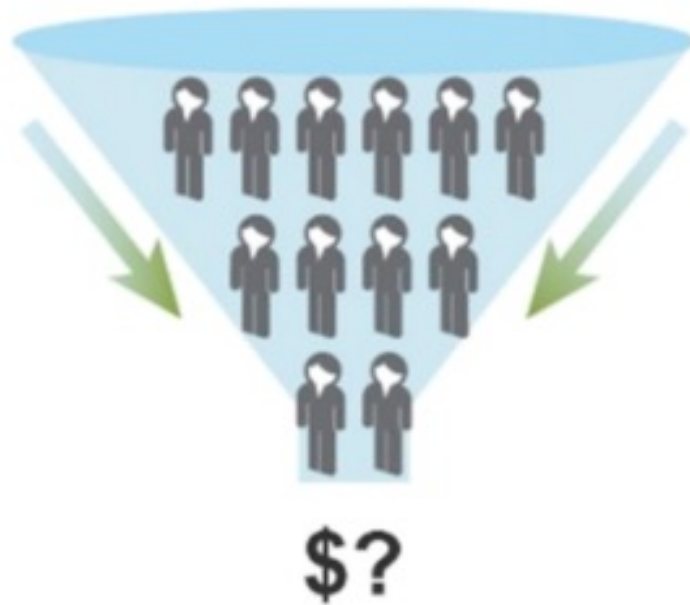
– Seth Godin

“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)



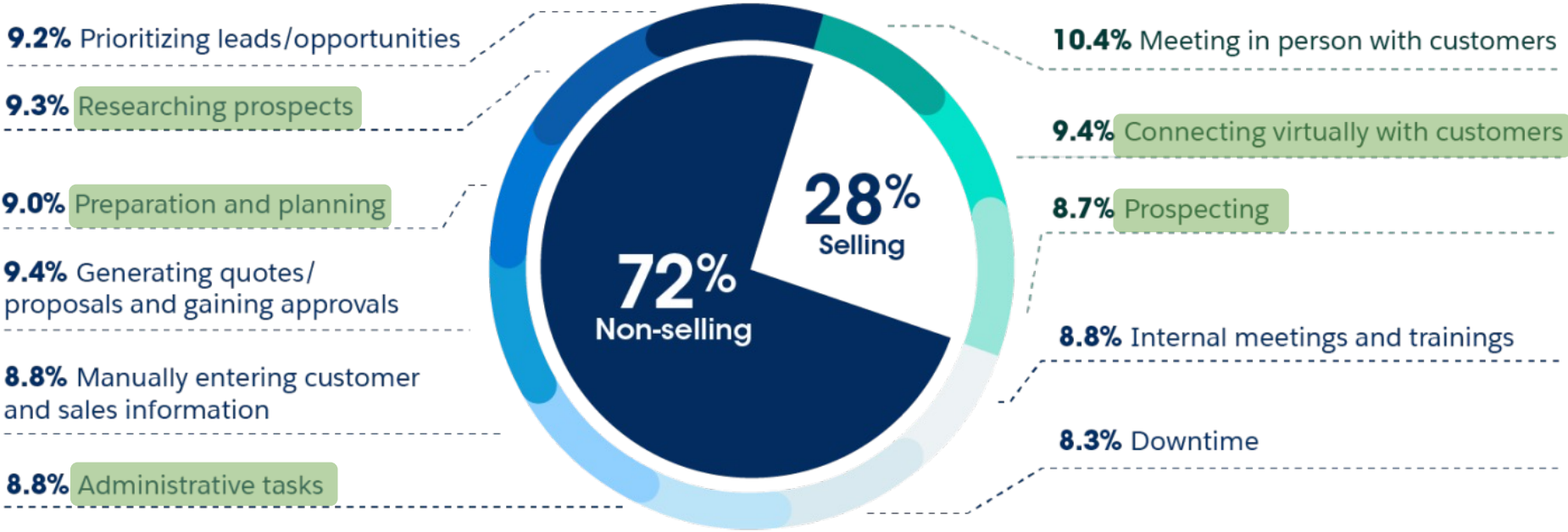
Improve sales team engagement and effectiveness (DSR)



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:

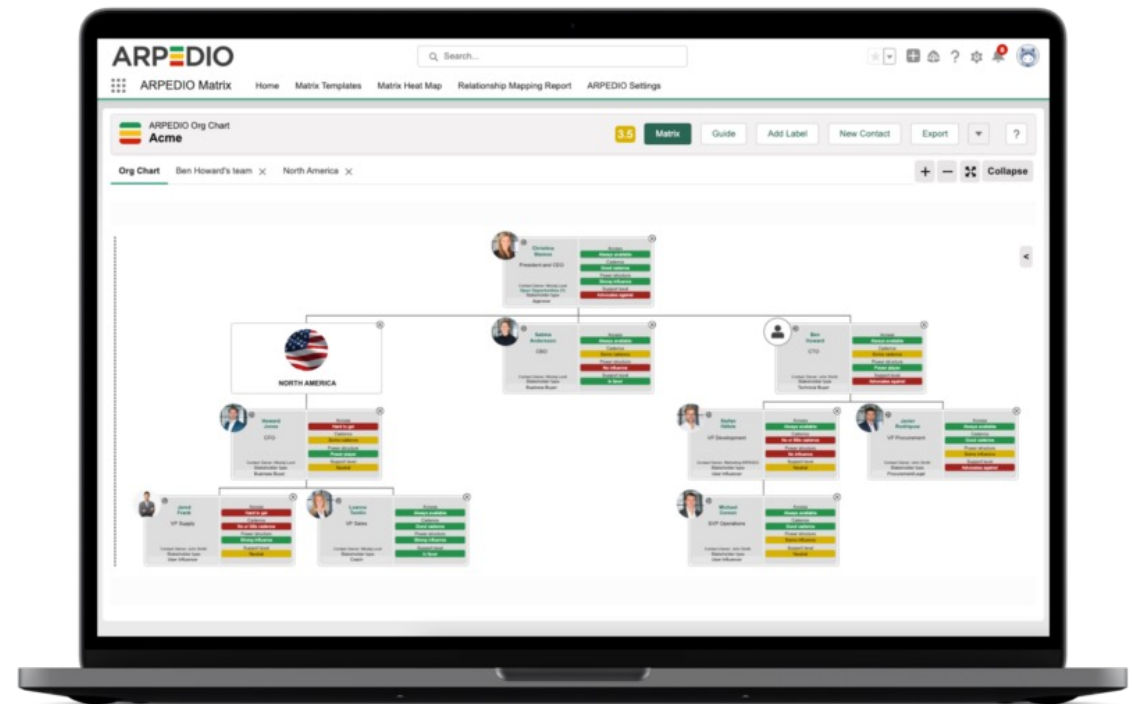
- Provide resource for full team – sales rep, SE, CSM, customer stakeholders
- Ensure relevant messaging for specific account, their strategic objectives, goals and business challenges
- Less is better

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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