In the Real World of Sales Today...

Lots & Lots of New Challenges

Much Smarter Buyer
- 70% of sales cycle done before talking to rep
- Wants conversation targeted to unique needs

Inefficient & Ineffective Selling Content
- It’s not Customer Value focused
- Not easy to find or organize
- Formatted in ways that are not useful to Sales

Poor Visibility
- Disconnect between rep and prospect
- Opportunities are not accurately prioritized
- CRM systems not being utilized effectively
- Missed forecasts
Challenge: Poor Alignment on Both Sides

Source: Forrester Research
The More Important Result is...

Salespeople are just not being effective
data is pretty ugly...

Meetings with C Levels... They say...

- Only 18% say their meetings with salespeople meet their expectations
- Only 7% say that they would schedule a follow on meeting as a result
Challenges: Much Smarter Buyers
Challenges: Much Smarter Buyers
The Result is...

- **70%** of the buying decision is made by the Buying team before any discussion with any vendor.

Typical B2B Buying Decision Process Today

- **10** potential vendors are researched online
- **4** have actual telephone discussions with the Buyer
- **2-4** have F2F meetings to get in the process
- **6-8** never knew there was a buying process
IN THE MARKET TODAY:

55% LESS THAN 55% OF REPS MAKE QUOTA

65% 65% OF SALES PROFESSIONALS STOP AT THE SECOND “NO.”

7 OF 8 7 OF 8 COMPANIES FAIL TO ACHIEVE PROFITABLE GROWTH, ALTHOUGH MORE THAN 90% HAVE DETAILED STRATEGIC PLANS.*

95% 95% OF EMPLOYEES DO NOT UNDERSTAND THEIR COMPANY’S STRATEGY.**

* Harvard Business School (Bain Consulting Study)  
** Harvard Business School (Office of Strategy Management)
What Do CEOs & Sales Managers Care About?

**Top Sales Objectives in 2019**

- Capture New Accounts: 65.0%
- Increase Sales Effectiveness: 51.6%
- Increase Existing Account Penetration: 35.9%
- Optimize Lead Generation: 34.5%
- Reduce Sell Cycle Time: 23.7%
- Improve Customer Satisfaction: 19.9%
- Optimize Deal Size - Up-sell/Cross-sell: 17.6%
- Improve Margins/Reduce Discounting: 16.8%
- Reduce New Rep Ramp-up Time: 12.2%
- Improve Team Selling: 10.4%
- Increase Reorder/Renewal Rates: 9.2%
- Other: 3.3%

“It would be hard to find a CEO and certainly any Sales Manager in my industry who wouldn’t say that getting more revenue and reducing the cost of sales isn’t one of their top three or four goals”

- CEO from a very large financial services company
- CEO from a very large internationally known hospital system
Smarketing is...

- 1 continuous process
- 1 “Our Way of...”

- 1 Marketing Process TOFU
- 1 Marketing toolbox

- 1 Sales Process BOFU
- 1 Sales toolbox
- 1 SLA

- 1 technology platform
- x # of metrics
- Clarity in tools & metrics
- Common language
- Training & Certifications